

VOLUME 66

MARCH, 1921

NUMBER 6

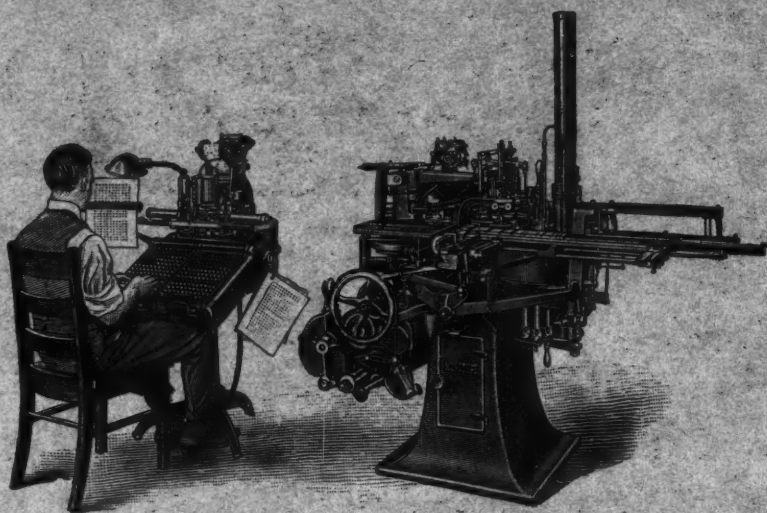


The INLAND PRINTER



Leading Trade Journal of the World
in the Printing & Allied Industries


Forty Cents



The True Test of comparative efficiency

is *not* the number of mechanical revolutions, nor even the amount of product a typesetting machine actually delivers, but —it is the net cost of turning copy into forms ready for printing—and this includes composition, corrections, make-up, lock-up and make-ready.

A machine whose product facilitates and reduces cost of all subsequent operations, and thus reduces the value of any greater speed of initial production, is the more efficient. The Monotype *does* that—

and more!—*machine* production, on all kinds of copy, day for day, week for week, is cheaper on the Monotype—and better. It is so much better that only the Monotype is considered for the finest printing.

Investment less, also—the Monotype is always busy on new composition—no machines needed to correct matter already set.

*Monotype is supreme
in every test*

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA: SAN FRANCISCO



"BUTLER PAPER IS BETTER PAPER"

Forty-Fold

BROADSIDE ENAMEL BOOK—AND COVER

MANY printers will recall certain unsatisfactory experiences with so-called "strong" folding enamels. The paper was strong enough, but aside from strength had nothing to recommend it. The printing surface, the first essential factor in good presswork, had been sacrificed for strength.

It is not necessary to make this sacrifice—Forty-Fold Broadside Enamel is a satisfying demonstration of this truth. Forty-Fold is standardized. A Butler standardized paper is one that is brought to 100% perfection in every way—surface, body, texture, color and *strength*.

Forty-Fold Enamel Cover, in regular cover sizes and weights, is made to accompany Forty-Fold Broadside Enamel. Samples gladly furnished on request.

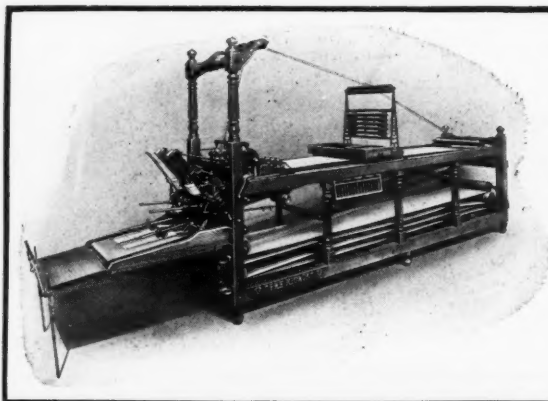
BUTLER PAPER CORPORATIONS

THIRTY BRANCHES AND AGENCIES DEALING DIRECTLY WITH THE PRINTER

New York • Chicago • San Francisco

Butler PAPER





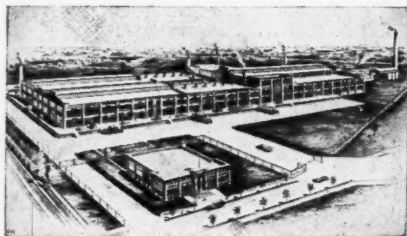
HICKOK CARD RULING MACHINE

will feed one or two cards at a time from size 3 x 3 inches to 8 x 8 inches, or one card at a time 8 x 8 inches to 14 x 14 inches; registration and striking guaranteed to be perfect; speed only limited by ability of operator. Fifty thousand cards per hour, 3 x 5 inches, in two colors, have been ruled by a competent operator. *Write for prices and circular.*

THE W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.

LINOTYPE STEREOTYPE MONOTYPE

T
Y
P
E



M
E
T
A
L

SPECIAL MIXTURES

UNION SMELTING & REFINING CO., Inc.
New York Newark Baltimore Detroit Chicago Cleveland

Stop Tape Troubles on the FOLDING MACHINE



Finished Tape

Make folder tapes endless with "SANDERCO" cement. Prepare all the tapes on the machine at one time. Or if preferred, all the tapes on one fold at one time. They dry quickly and run freely over the small pulleys. They

last many months and give a uniform period of service. One pound of "Sanderco" and "Special Combing Brush" \$6.25, postpaid. Extra one pound cans \$5.00.

Endless Tape Compound Company

Phipps Power Bldg., Pittsburgh, Pa.

*The Aristocrat of the Business
Man's Desk!*

CASTLE BOND

It Prints Well

CLEMENTS PAPER COMPANY

Paper for Printers Exclusively
NASHVILLE, TENNESSEE

The INLAND PRINTER

Vol. 66, No. 6 HARRY HILLMAN, Editor March, 1921

Published Monthly by

THE INLAND PRINTER COMPANY

632 Sherman Street, Chicago, U. S. A.
New York Advertising Office, 41 Park Row

TERMS—United States, \$4 a year in advance; single copy, 40c.
Canada, \$4.50; single copy, 45c. Foreign, \$5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.

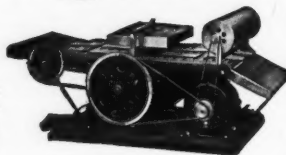


The Do-More Automatic Process Embosser

Printing and Embossing

with
IMPROVED
MACHINES

that will save you money and increase the quality and quantity of your printing products.



The Typo-Embosser

The Typo-Embosser is Our Improved Process Embossing Machine.

With double heater will take any size of stock up to 12 inches wide.

Write for our booklet No. 10 today.

Automatic Printing Devices Co.

Patentees and Manufacturers

Second and Minna St., San Francisco, Cal.

The Automatic Card Printing Press has demonstrated to many its profitable operation on card printing.

The Do-More Automatic Embosser Feeds, Powders, Embosses and Stacks just as fast as pressmen pull the prints off the press.

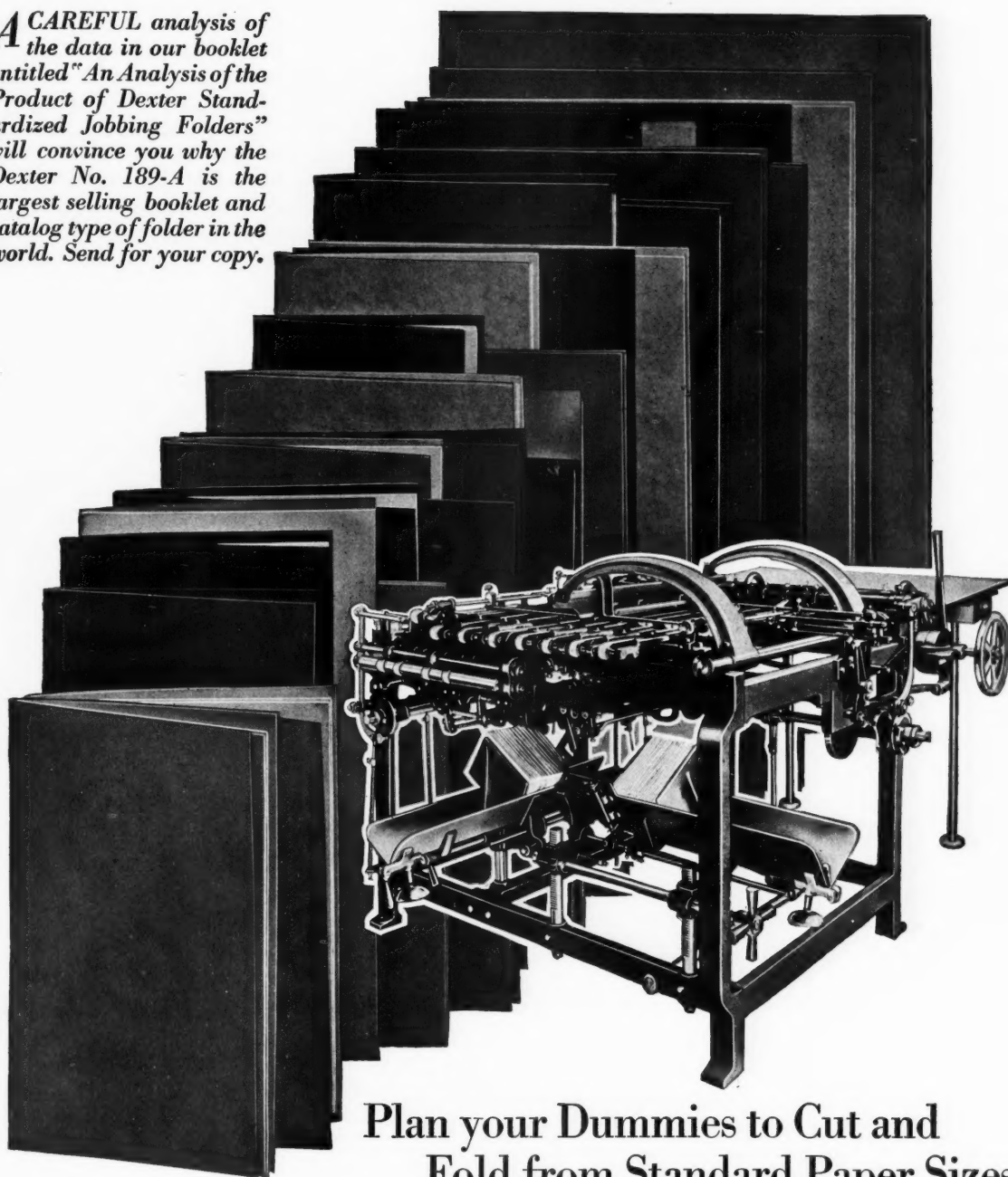


The Automatic Card Printing Machine

TERRITORY
NOW
OPEN

WRITE
FOR EXCLUSIVE
AGENCIES

A CAREFUL analysis of the data in our booklet entitled "An Analysis of the Product of Dexter Standardized Jobbing Folders" will convince you why the Dexter No. 189-A is the largest selling booklet and catalog type of folder in the world. Send for your copy.



Plan your Dummies to Cut and Fold from Standard Paper Sizes

Our booklet entitled "An Analysis of the Dexter Standardized Jobbing Folders" shows more than two hundred forms and sizes that cut and fold without waste from the seven most popular standard sheet sizes. A set of miniature folds tipped in the booklet gives the impositions, folding instructions and gripper and guide edges for all these standard folds.

If you plan, sell or lay out printed matter, send for this data.

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

*Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering
and Wire-Stitching Machines*

CHICAGO

PHILADELPHIA

BOSTON

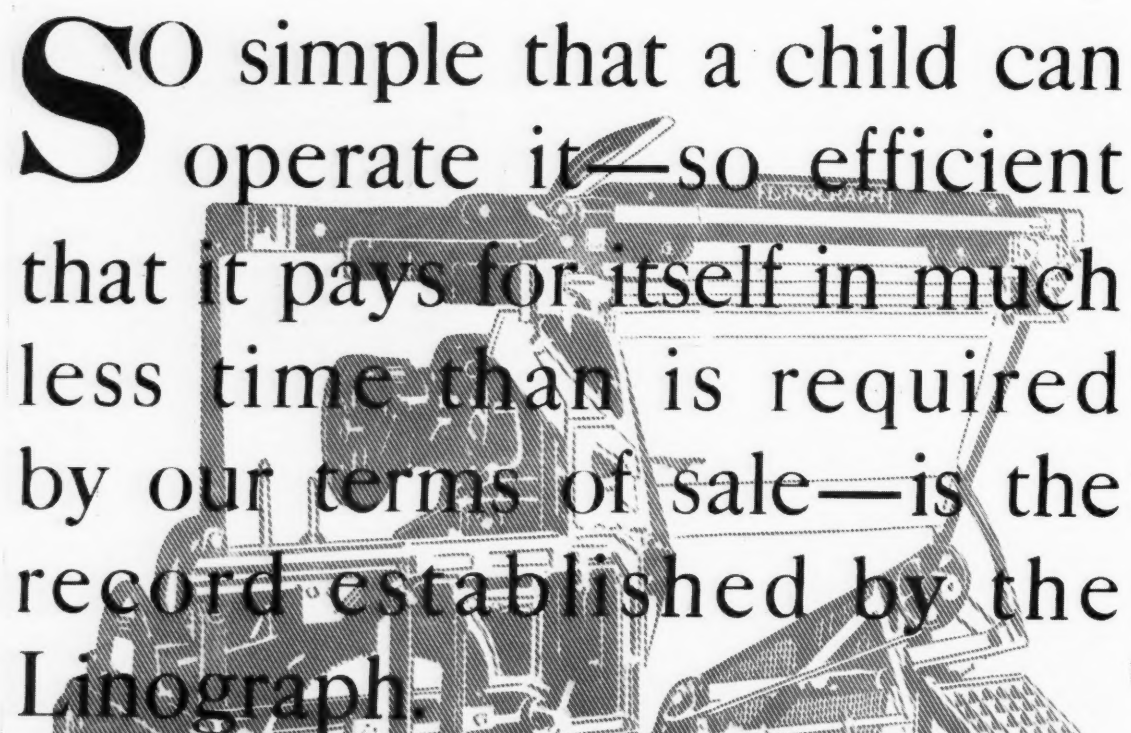
DALLAS

ATLANTA

SAN FRANCISCO

Please Mention THE INLAND PRINTER When Writing to Advertisers.

715



SO simple that a child can operate it—so efficient that it pays for itself in much less time than is required by our terms of sale—is the record established by the Linograph.

With 1000 less parts to wear out—1000 less parts to master and take care of—do you wonder that the printing and publishing fraternity has declared, “The Linograph Way the *Easiest Way*”?

Our booklet, “Answers to Your Questions,” tells you why. Write for it.

The Linograph Company, Davenport, Iowa, U. S. A.

If You, Mr. Printer

Study the methods of any successful manufacturer you will observe that he has applied these basic principles to the management of his business:

Elimination of Waste Standardization Quantity Production

And these principles are quite as applicable to the manufacture of printed work as they are to the making of any other product.

The Babcock *Universal Equipment* "OPTIMUS" has solved many production problems. Its time and labor economies have won the recommendation of both the employer and competent pressman.

Their endorsement of the "OPTIMUS" is substantiated by our greatly increased sales and indicates the important part our product is taking in the readjustment of costs in the printing industry.

The Babcock Printing Press Manufacturing Co.

Main Office & Factory, New London, Connecticut

New York Office, 38 Park Row

BARNHART BROS. & SPINDLER, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
MILLER & RICHARD, General Agents for Canada, Toronto (Ontario) and Winnipeg, (Manitoba)
JOHN HADDON & COMPANY, Agents, London, England. GORDON & GOTCH, General Agents for Australia
THE AMERICAN TRADING COMPANY, 25 Broad Street, New York City, Agents for China
NATIONAL PAPER & TYPE COMPANY, General Agents for Mexico, Central America and South America
LETTERGIETERIJ "AMSTERDAM," General Agents for Holland, Belgium and the Dutch Possessions
HENSEN & SKOTVEDT, General Agents for Norway. KARL M. GRONBERG, Agent for Sweden. F. L. BIE, Agent for Denmark

"Our Best Advertisements are not Printed—They Print"

"Challenge Creations" are Time and Money Savers

Challenge Pressed Steel Galleys

The Single-Piece, General-Purpose Steel Galley



Light, Rigid and Smooth

Is moulded into shape from a single piece of selected cold-rolled steel—smooth as brass. Made in all standard job, news and mailing sizes. Corners electric welded and square inside.

Challenge Type-High Gauge

One end is a Cylinder and Bearer Gauge with which the cylinder and bearers of a press can be adjusted accurately and quickly. A large part of the make ready is done when everything is the proper height. Both inside and outside measurements are micro-ground to .018 of an inch. All wood-mounted cuts need testing before being sent to press.



Half Actual Size

Price \$1.75, postage extra.

Weight packed, 5 ounces.

No. 1 Small
No. 2 Large



Plain or
Nickel

Challenge Co.'s Hempel Steel Keys

Style "C." Shanks made of tool steel accurately cut. More durable than other makes. They fit all Hempel style quoins.

Challenge Quoins

have corrugations on the center ribs and slots—a safety feature. Also have beveled points and heels, permitting one quoin to slide onto the other, see the illustration.

No. 1
Small



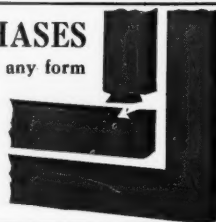
No. 2
Large

We also make other styles of keys—the "Special," Pressman's Combination, Right-Angle, Triple Combination, etc.

McGREAL Combination PRINTERS' CHASES

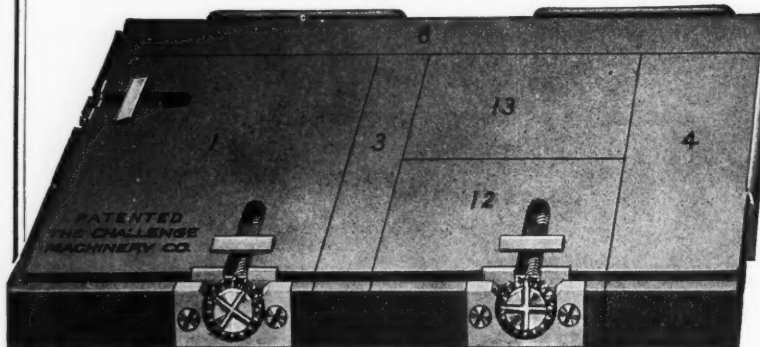
Chases quickly made up to fit any form

Especially useful as heading chases. Made with and without cross-bars. Stores away in small space when not in use. Send for list of sizes and prices.



Wilson Adjustable Patent Iron Block

The old reliable adjustable Iron Block for book, periodical and catalog work. Many thousands of dollars' worth of these blocks are in constant use by the largest and best book, periodical and catalog printers in the United States.



Showing a page of blocks made up with hooks on one side and one end and removable catches on other side and end for book work. Hooks can be used on all sides when used for register work.

Forty different sizes can be made with the regular extensions, and there is no limit to the sizes that can be obtained with the addition of extra extensions or Challenge Sectional Blocks.

The arrangement is so simple that the cost of make-up is reduced to a minimum.

They have the **Challenge Universal Hook** (using either ratchet or key), reducing the margin to less than is possible with any other block.

Being made to the point system, type can be used in the same form.

Has the rigidity of a solid iron base, but weighs only one-third as much as type.

The Wilson Adjustable Patent Block is made up of sections, some of which are complete in themselves, while the others are extensions used in making up complete blocks in the various standard or odd sizes desired. The pieces are arranged in sets or fonts suggested by our extensive experience, and they come as near meeting the requirements of all printers as possible.

Send for our new Vest Pocket Catalog describing many other "Challenge Creations."

The Challenge Machinery Co. Grand Haven, Michigan, U. S. A.
Chicago, 124 S. Wells St. New York, Ptg. Crafts Bldg.

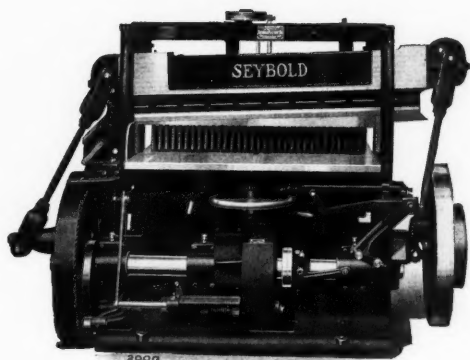
See our Exhibit at the NATIONAL PRINTING AND ALLIED TRADES EXPOSITION, 12th Regiment Armory, New York City, April 25th to 30th.

STRAIGHT THINKING

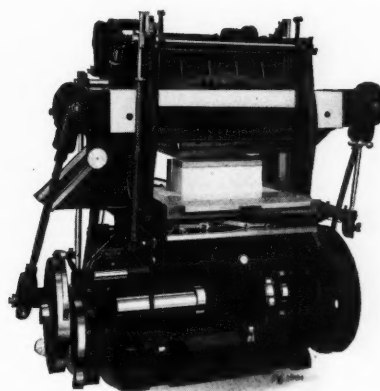
Get Busy! Stop Using Terms of Hesitation and Doubt!

Business is going ahead as never before in the history of the world. Will you get your share, or do you enjoy being melancholy? If you are late this time you miss your greatest opportunity.

TWO LEADERS IN PRODUCTION



THE SEYBOLD AUTOMATIC CUTTER



THE SEYBOLD THREE-KNIFE BOOK TRIMMER

*The Way To Get Anywhere Is To Go
Preparation with Improved Equipment Is the
Only Way To Win*

✕ ✕

THE SEYBOLD MACHINE COMPANY

Main Office and Factory: DAYTON, OHIO

Makers of SEYBOLD and OSWEGO Cutters and Die Presses

Branches and Agencies

NEW YORK

CHICAGO

ATLANTA

DALLAS

SAN FRANCISCO

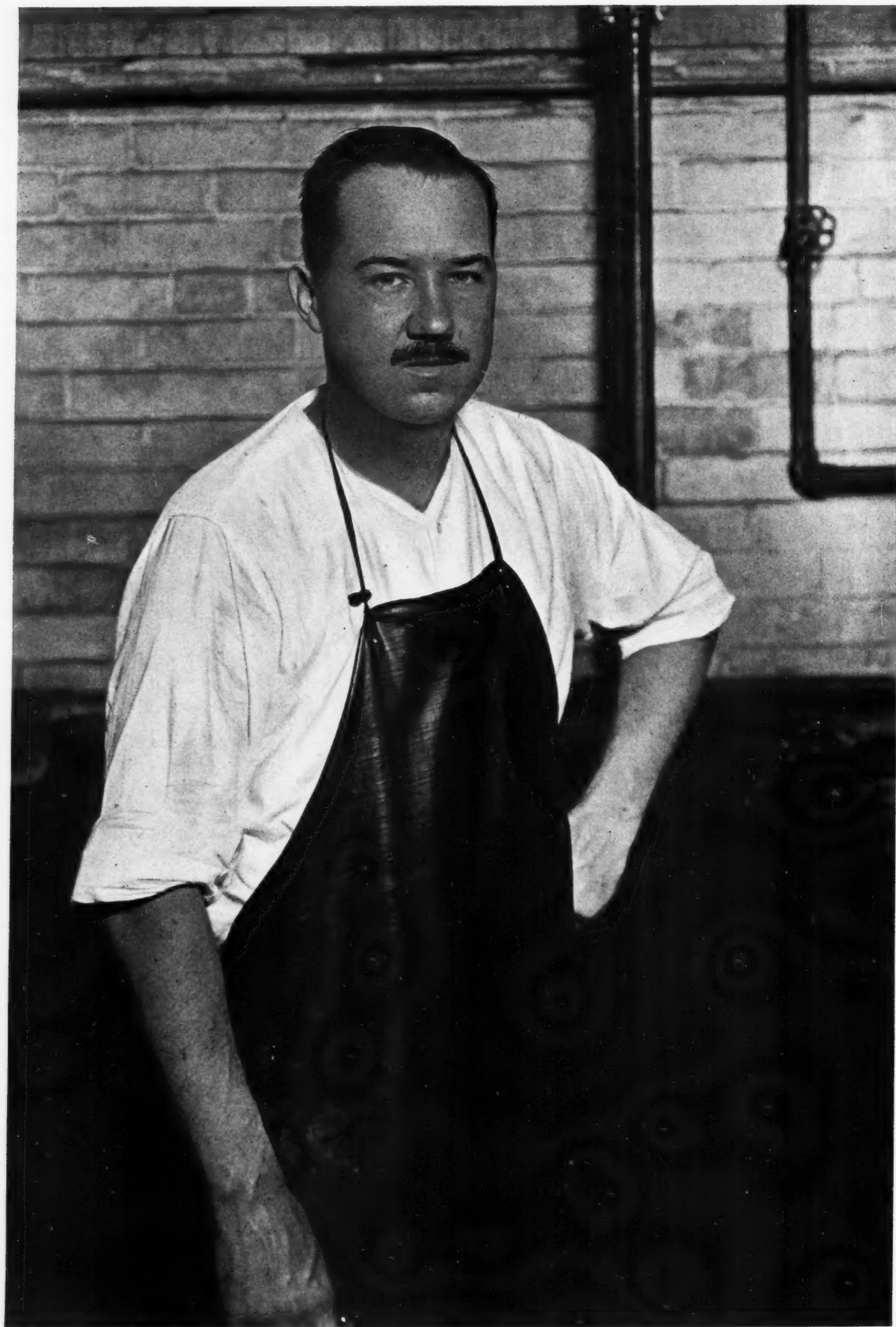
TORONTO

PARIS

LONDON

BUENOS AIRES

STOCKHOLM



The Royal Chemist

Hiram S. Lukens, Ph. D.

Professor in Charge of Electro Chemistry and Quantitative Analysis at the University of Pennsylvania. An Authority on Electro Deposition.



Dr. Lukens devotes his spare time exclusively to Royal. Outside of his duties at the University he has no other thought than the chemical problems of the Royal foundry.

To have an expert—an authority on electro deposition—in charge of our solutions, our waxes, etc., is to insure our going ahead with confidence based on scientific knowledge of what we are doing.

Dr. Lukens tells us what to do. The Royal plant operates on his formulas. Solutions are mixed according to his say, for, like Dad, *he knows*. He tests and checks up, and all that sort of thing. Frankly, we leave it all to him, since much of his knowledge is too deep for us.

However, you have got to hand it to Royal for having the good sense to employ a chemist—not an ordinary fuss-around person with a smattering of chemical knowledge, but a member of the faculty of one of our largest universities. And Dr. Lukens is no recently acquired addition to the Royal family. He has been with us about four years—four happy years, because he has solved many problems which would no doubt be with us today, were it not for an expert's ability to enlighten our ignorance.

As a matter of history, Royal has never subscribed to that secrecy which used to surround the electrotypers' methods. Ten years ago electrotypers had many *secrets*. At least, they thought they were secrets. Secret formulas for all their various mixtures, and shops closed to visitors who might prove to be snoopers. Nowadays it is different—all electrotypers know better, but Royal from the start has been strong for visitors, especially fellow electrotypers. What we have learned from Dr. Lukens is their knowledge, too, if they want it.

So this employment of an expert chemist is just one more Royal factor for buyers of electrotypes to keep in mind.

Royal Electrotpe Company

Philadelphia

Member International Association of Electrotypers



—its beauty lasts

THE strongest sunlight will not lessen that inbuilt beauty which a Fabrikoid fade-proof binding possesses. The original texture and coloring, delightfully characteristic of the volume itself, are permanent.

Artistic, super-strong, and thoroughly protective, Fabrikoid is a most practical binding for either the rugged service of commercial use or for the treasured volumes of a library. Its distinctive, wear-resisting qualities are features which can readily be appreciated. Ink, grease and water wipe off without staining. Traces of sticky hands are easily removed. It resists mildew, mold and insect attacks.

Here is a fade-proof, scar-proof, water-proof—almost wear-proof binding that is far cheaper than leather and but slightly more expensive than cloth or paper—wherever used it adds dollars in quality.

Complete details and samples of Fabrikoid will be mailed upon request.

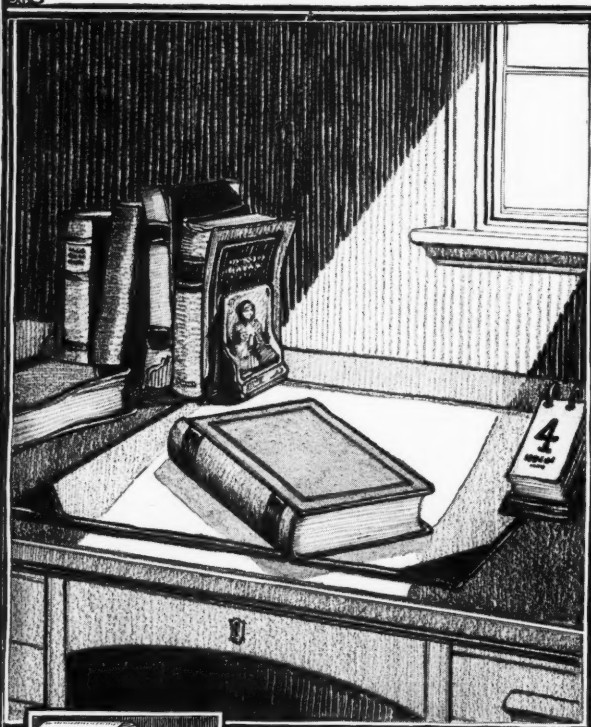
E. I. du Pont de Nemours & Co., Inc.

Sales Dept.: Fabrikoid Division
Wilmington, Delaware

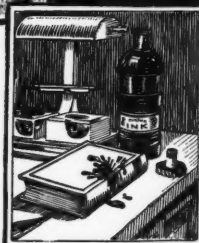
Branch Offices:

Harvey Building . . .	Boston, Mass.
McCormick Building . . .	Chicago, Ill.
Gugle Building . . .	Columbus, Ohio
Dime Bank Building . . .	Detroit, Mich.
Merchants Bank Building . . .	Indianapolis, Ind.
21 East 40th Street . . .	New York City
Chronicle Building . . .	San Francisco, Cal.

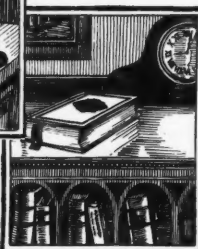
Plant: Newburgh, N. Y.



Fabrikoid is made in all desirable colors and never fades.



Grease, dirt and ink stains will not mar the beauty of a Fabrikoid binding.



Rich distinctive effects are obtained with Fabrikoid bindings.



Accidental scuffs and scratches have no effect on Fabrikoid.

FABRIKOID

What BABCOCK Users Say about the DEXTER COMBING PILE FEEDER

Very Satisfactory

We wish to say in reference to the Dexter Combing Pile Feeder which has been in operation about four months that we are very well pleased with this equipment in every particular and find it very satisfactory in handling a great variety of work which we produce on it.

W. H. WAGNER & SONS.
★★★ Freeport, Ill.

Purchased a Second One

We are pleased to inform you that the Combing Pile Feeders you installed for us several months ago are doing all that you claim for them, and are very satisfactory.

The fact that we purchased a second one from you tells its own story.

J. & F. STRAUSS COMPANY.
★★★ Cleveland, Ohio.

Ordering for Each Press

Inasmuch as we have been ordering these as fast as we install presses, there can be no possible doubt about our attitude toward them. We would not undertake to run the printing department without these feeders. We have a number of them in operation, which we know have paid for themselves several times.

DRS. HESS AND CLARK.
★★★ Ashland, Ohio.

Most Satisfactory

It is with pleasure that we reply to your letter on the pony Feeder attachment to one of our Optimus presses, and we can assure you that the investment has proven most satisfactory and we would gladly recommend same to anyone contemplating the installation of a Feeder for the same line of work we are using it.

GREGORY, MAYER & THOM CO.
Detroit, Mich.

Saved the Day

During the last war, when labor was very high and uncertain, we had nothing to fear, for we knew we could rely upon your Dexter Combing Feeders, each one being ready to start at 8 A.M. and work as long as it was wanted to, doing twice as much and better work than any two hand feeders. Our feeders average 2,000 per hour.

F. R. SPIEGELBERG & CO.
★★★ Stapleton, N. Y.

Does Everything But Talk

The Combing Pile Feeder Machine recently installed on our 25 x 38 Babcock cylinder press; we wish to assure that since its installation it has given perfect, satisfactory service. There has been no expense whatever and we look for none for repairs, etc. It does everything but talk, and we would not want it to do that in our pressroom; and in our opinion is a model of workmanship.

SCHRADER-KELLOGG CO., INC.
★★★ Buffalo, N. Y.

38 Hours Versus 18 Hours

The Dexter Feeder has now been running in our plant for about a year, and we have certainly found it a marvel. We have had absolutely no trouble with it in all that time. In the office we do most every sort of a job and we have never found the feeder wanting on anything from onion skin to heavy antique. In fact, we have a regular monthly job here of 20,000 impressions on a 22 x 34 onion skin that we run on an average time of 18 hours, against 38 hours hand-fed.

Our only regret is that we did not have this feeder long ago, as I am sure we have found it a money-maker.

A. STRAUSS PRINTING CO.
New York, N. Y.

900 Hand Feed—1300 to 1500 Automatic Feed

We are pleased to inform you that the Dexter Combing Pile Feeder recently installed on our Babcock Optimus press has proved satisfactory and we are in every way satisfied with its work.

Before the installation of this feeder we were only getting on an average of 900, hand-feed; now we are able to get from the same press anywhere from 1300 to 1500 per hour. THE ARGUS COMPANY.

★★★ Albany, N. Y.

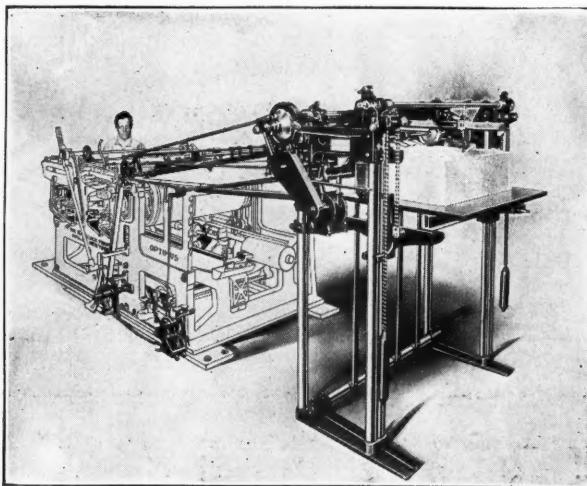
A Wonder Worker

Our printing foreman states that he has worked with many self-feeders, but that this latest Dexter type is by far the easiest, simplest and causes less trouble than any he has ever worked with.

When we bought our last Optimus press and your Feeder, we were then undecided at that time as to whether we should have purchased that outfit or a smaller automatic press, which would run about two or three times as fast as this larger equipment, but which only had a capacity for a sheet about one-quarter the size of the sheet that can be printed on this large arrangement. Until we actually saw the equipment purchased in operation, and particularly with your wonderful Dexter Pile Feeder attached to it, we were in doubt as to whether or not the equipment selected was the real thing for us; but now, after having seen the outfit running steadily in our plant for over a month, we are perfectly satisfied, beyond the shadow of a doubt, that no mistake has been made. When we are in the market for additional printing equipment you will surely hear from us.

BUFFALO SPECIALTY COMPANY,
Albert W. Mulvany.

We are proud of these letters; we've hundreds of others, too, that prove the worth of the Dexter Combing Pile Feeders. Our best advertising is what our users have to say. Write us for details regarding a demonstration.



Eventually every cylinder will be automatically fed. In these days of volume production and high cost of overhead, hand feeding is obsolete. An automatic feeder is now considered a part of the press.

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

*Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering
and Wire-Stitching Machines*

CHICAGO

PHILADELPHIA

BOSTON

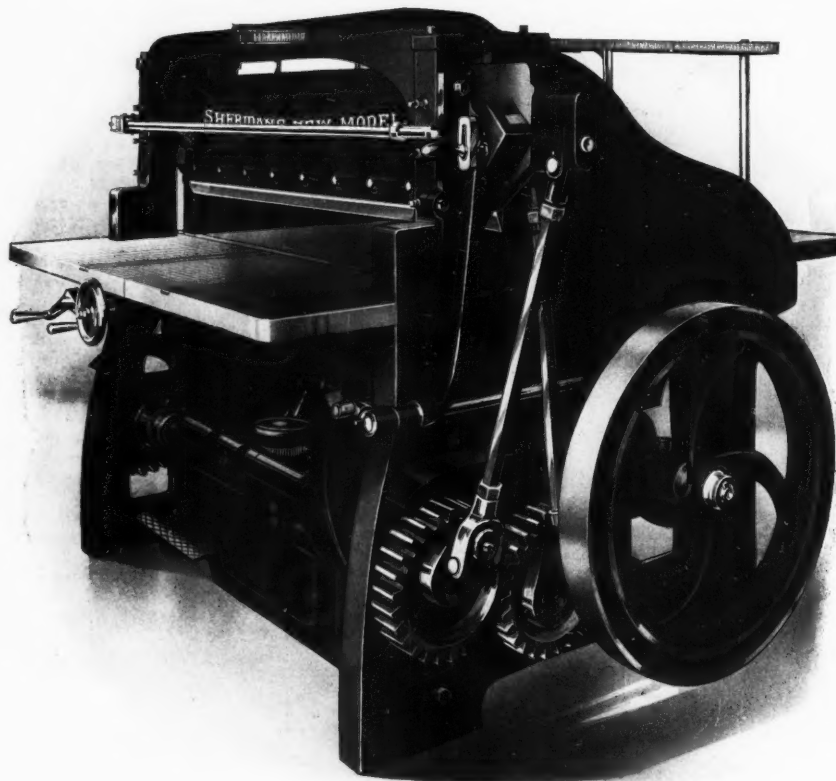
DALLAS

ATLANTA

SAN FRANCISCO

*Strength, Accuracy, Speed, Combined with Simplicity
and Durability*

THE SHERIDAN NEW MODEL CUTTER



60" New Model with Power Back Gauge

THE SHERIDAN IMPROVED NEW MODEL CUTTER runs with a smooth rotary motion, operating easily and quietly. The unique mechanical arrangement, eliminating the drag of friction (which constitutes the same effect as running an automobile with the brakes on) by a counterbalanced automatic mechanism for clamping the stock while it is being cut, in the correct degree, and the attention to details in construction, insures absolute accuracy in cutting, gives an enormous clamping power, while requiring less power to operate than any other cutter on the market.

The Machine is extremely strong and powerful, the adjustments are simple and easy of access, and it requires fewer working parts than any other automatic clamp cutter. This strength and simplicity, coupled with careful workmanship and the best material, insure durability and freedom from annoying breakdowns. The machine is equipped with a false clamp, easily operated by foot, and a triple back gauge.

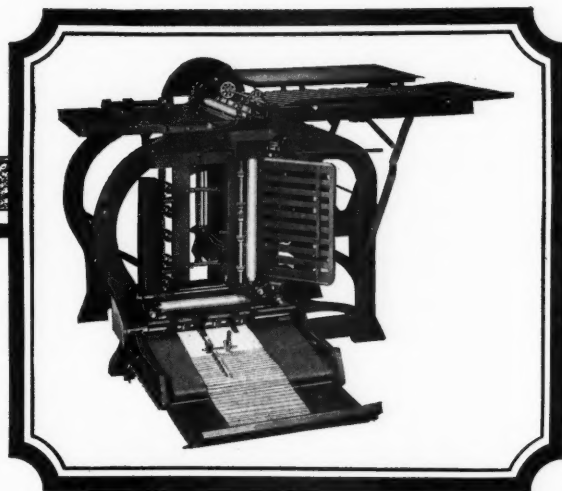
MADE IN NINE SIZES FROM 36" TO 75"

Full Particulars and Prices on Request

T. W. & C. B. SHERIDAN CO.

NEW YORK, 401 Broadway

CHICAGO, 609 So. Clark St.



The Heart of the Bindery!

¶ There he stands, autocrat of the bindery, vanguard of bindery profits; proud of his position, sure of his future.

¶ The "Cleveland" is truly the heart of scores of the best binderies; so versatile and accurate as to be almost human; with a pulse that beats rapidly and with confidence that every pulse-beat means another accurately folded signature and a little more profit for his master

¶ He glories in his work and knows no play, for his owner knows that no matter what kind of folding job is to be done—be it large or small, complicated or simple—the "Cleveland" will get on the job quickly, without fuss or feathers *and do it*.

¶ He is so nearly human in his capabilities that most owners class him as a good salesman because he helps to get business, and makes certain that the profit will be right.

You need a fellow like this to work for you.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, NEW YORK

101 Milk Street, BOSTON

The Bourse, PHILADELPHIA

532 S. Clark Street, CHICAGO

824 Balfour Bldg., SAN FRANCISCO



“There aint no such Animile”

Economically speaking, “there aint no such animile” as an organically sound commercial product which has been made out of defective material

Likewise, electrotypically speaking, “there ain’t no such animile” as good plates made by unskilled labor out of poor material.

This fact may well serve to emphasize the finality of our answer to the question: “Can’t you electrotypers give us duplicate plates which cost less per square inch?”

When the printing industry was learning how to adapt itself to modern demands for quality printing, the electrotyper was called upon to produce plates which would require the least possible attention from the printer and which would stand up under the strain of maximum production.

No one can say but that the electrotyper has kept pace with the demands of the printer. But there is today a tendency on the part of printers to object to the prices which we are now charging for electrotypes.

The justification of price is in the quality of the plate we produce, and that quality is directly dependent upon our very limited supply of skilled labor.

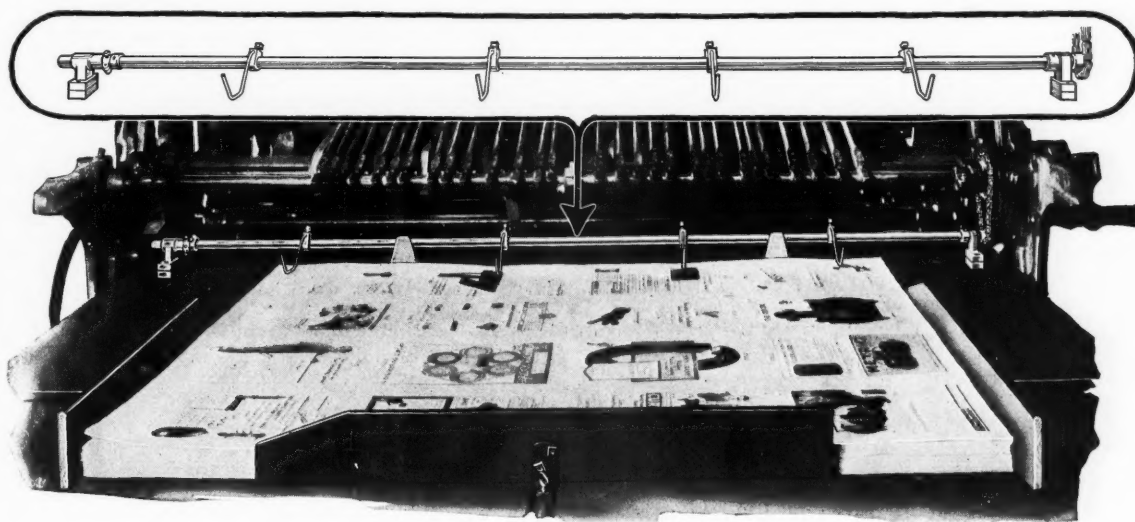
Electrotyping is a very small part of the graphic arts industry. We are limited in our supply of men and apprentices, with the result that we cannot expand proportionately when the printing industry calls for sudden expansion. Labor gets fifty-five cents out of every dollar we spend for cost of production, and it is to labor we must look for quality of work and speed of production.

We can think of no better way of cutting down the cost of electrotypes than by encouraging labor to make the quality better—even better than it is today, so that printers may save still more on *their* labor costs. In short, the economy of quality seems to be the one sensible way through which we may help to keep printing costs down.

INTERNATIONAL ASSOCIATION *of* ELECTROTYPERS

This space contributed by American Electrotpe Co., Philadelphia

Turned Corners Bother? This'll Stop 'Em!



The "WAYFIELD DOUBLEFLY"

IN your pressroom, in your bindery, what's the use of wasting time and money with turned corners when this almost human invention is guaranteed to keep corners smooth?

No need to tell you about the loss and waste turned corners cause. The point is, the "WAYFIELD DOUBLE-

FLY" positively stops it all—solves the problem forever.

The "WAYFIELD DOUBLEFLY" comes into action just as the printed sheet is delivered to jogger and *holds it down* while the regular fly is returning, thus preventing corners turning. Now in the biggest shops in the country.

Ask us for list of users and let us

Put a "DOUBLEFLY" on your presses for 30 days trial

If not satisfied don't pay a penny. We are so sure the "DOUBLEFLY" will make good, we are pleased to install it at our risk. Don't waste time with makeshifts. Write, wire or 'phone today for demonstration

638 Federal St., Chicago

WM. A. FIELD COMPANY

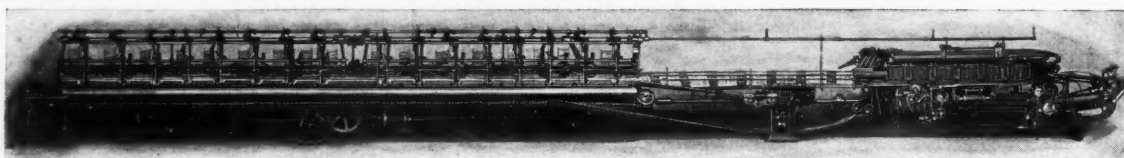
38 Park Row, New York

Manufacturers of Equipment for Printers, Engravers and Electrotypers

JUENGST

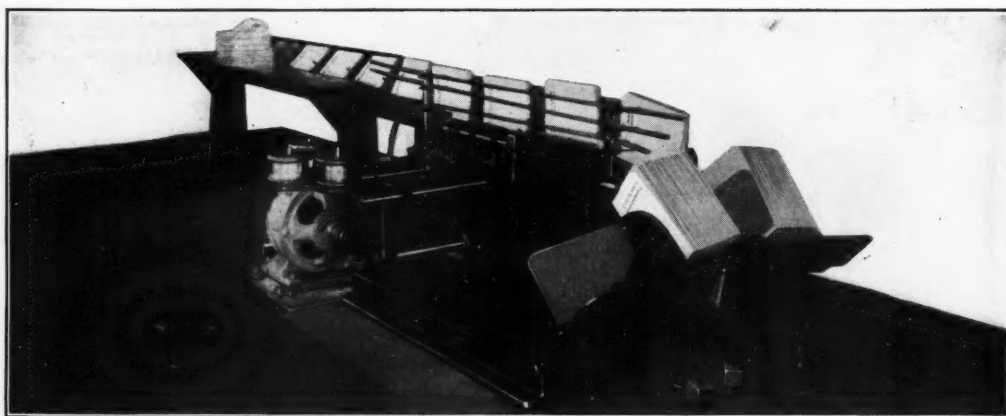
Gatherer, Stitcher and Coverer

THE ONLY MACHINE that will Gather, Jog, Stitch
and Cover Books all while in Continuous Motion



Will detect missing inserts or doublets.
Will gather any signatures from singles up, on any kind of stock.
Built in combination or in single units.

Has no equal for Edition Books.



Juengst Continuous Side Stitcher

The only stitcher that will drive 1, 2, 3 or 4 staples without stopping the book.

Built as a separate unit, with feed table and delivery.

Let Us Solve Your Bindery Troubles
and give you accurate books, better books, and more books, at less cost.

AMERICAN ASSEMBLING MACHINE CO., Inc.

416 N. Y. World Building, New York City

What is a GOOD INK CORRECTIVE?



These are days when little things are big. Competition is mighty keen. Buyers are considering price as well as quality and service. A little better quality, a little lower price, and a little better service land the big jobs. A good ink corrective gives you the edge in all three.

A good corrective quickly and surely adjusts the ink to every job, regardless of paper and weather conditions. It saves time on makeready, during the run, starting up in the morning, all along the line. *That's better service.*

A good corrective absolutely eliminates picking and mottling. It greatly improves distribution, keeps fine line cuts clean, and makes halftones print as sharp and smooth as the engraver's proof. On process work it prevents crystallization, thus permitting perfect overlapping. *That's better work.*

A good corrective saves the pressman's time by ending all trouble with the ink, by reducing wash-up during the run, by helping to cut down offset and slipsheeting. By improving distribution, it saves 10% to 50% of the ink. *That's lower costs.*

A good corrective has absolutely no harmful results. It softens the ink, instead of thinning it. It does not dim the color. It is neither a dryer nor a non-dryer. It is equally effective for black or color work.

REDUCOL

is guaranteed to measure up to all these requirements of a good ink corrective, and more.

Further information will be sent on request, but the best way to find out is by actual trial. Orders from any reputable printing or lithographing house will be gladly accepted on a 30-day approval basis.

INDIANA CHEMICAL & MFG. CO.

Dept. I-3, 135 S. East St., Indianapolis, Ind., U. S. A.

23-25 E. 26th St., New York City

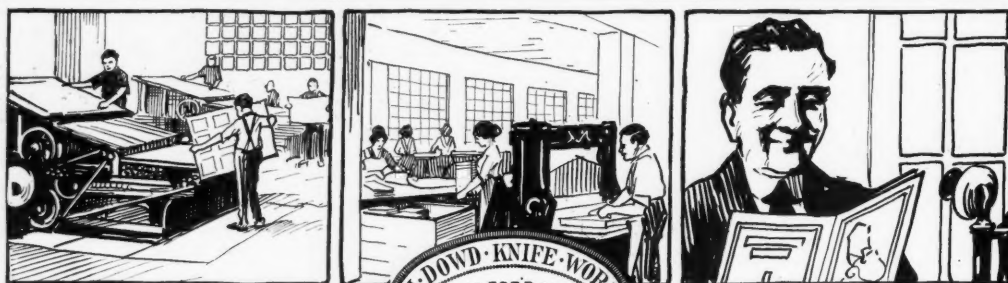
Pacific Coast Agents: Geo. Russell Reed Co.
San Francisco, Seattle, Portland

608 S. Dearborn St., Chicago

Canadian Agents: Manton Bros.
Toronto, Montreal, Winnipeg



REDUCOL



LITERALLY, in the best printing establishments you invariably find DOWD Knives on the paper cutters. This is not an accident! There is a good reason, which is this: DOWD Knives do better work on a paper cutter; they have keen edges; the edges last; each job comes through cut smooth and clean, and more jobs are handled in a day. These are not accidents.

DOWD Knives are made from Swedish tool steel heat treated in a special way, and are properly ground. There are no better cutting knives than DOWD.

*If you have any special Knife problems,
ask DOWD of Beloit*

R.J. Dowd Knife Works
Makers of better cutting knives since 1847
Beloit, Wis.



Wages ÷ 2 = 50% Saving
Output × 2 = 100% Increase
total = 150% GAIN

MILLER IDEAL UNIT—Consists of Miller Automatic Feeder, New Series C. & P. Press, Miller Electrical Equipment with Variable Speed Drive, C. & P. Long Fountain, Miller Fly-Wheel Guard, Counter, Miller Vibrating Distributing and Trip Roller, Miller Hold-Fast Grippers and String Fasteners and Anyang Lighting Fixture.

The Problem of the Hour Solved by Millers

If you will total up the money you have paid out in wages to hand-feeders for the last twelve months, and then *divide* this sum by *two*, you will get a fair idea of the saving the Miller Feeder accomplishes in your Miller-Equipped neighbor's plant. If you will total up the impressions produced by your hand-feeders for the last twelve months, and then *multiply* this sum by *two*, you will get a fair idea of the increased production the Miller insures your Miller-Equipped competitor.

You owe it to yourself and to your business to find out what Miller Feeders will do in reducing your labor costs and speeding up your production—the *problem of the hour*.

Fill in the coupon and mail it today.
 It will bring you full information.

Miller Saw-Trimmer Co.

PITTSBURGH, U. S. A.

Branches: Atlanta—Boston—Chicago
 Dallas—New York—Philadelphia
 San Francisco

Miller Saw-Trimmer Co.
 Pittsburgh, Pa.

Please send descriptive matter, prices and terms on items checked:

- | | |
|--|--|
| <input type="checkbox"/> 8x12 Miller Feeder | <input type="checkbox"/> 8x12 Miller Unit |
| <input type="checkbox"/> 10x15 Miller Feeder | <input type="checkbox"/> 10x15 Miller Unit |
| <input type="checkbox"/> 12x18 Miller Feeder | <input type="checkbox"/> 12x18 Miller Unit |

Address Mr. _____

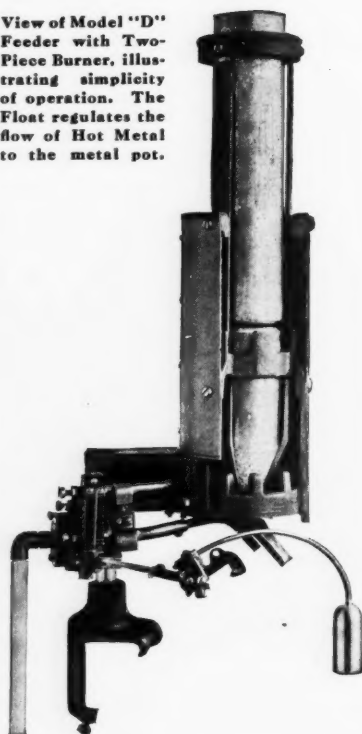
Firm _____

Street _____

City and State _____



View of Model "D" Feeder with Two-Piece Burner, illustrating simplicity of operation. The Float regulates the flow of Hot Metal to the metal pot.



Save \$1.00 to \$1.50 Per Day

Would you invest \$90.00 on the average in equipment for every line- and type-casting machine you have if it would earn or save you \$1.00 to \$1.50 every day? A dollar a day means 100 per cent in 90 working days, or 333 per cent a year.

That is what an investment in

Lee Hot Metal Feeder

equipment will net you. Your principal back in 90 days in labor time saved; in improved quality and increased quantity of product, and 100 per cent profit every 90 days thereafter.

How can LEE HOT METAL FEEDERS do this? Let the Burdick-Allen-Dietz Co., Milwaukee, tell you.

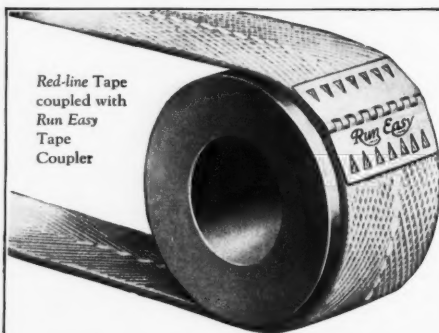
They wrote us:

"We installed four of your Metal Feeders and a Three-Cell Ingot Caster five years ago. They have given splendid satisfaction. Our records prove that they paid for themselves in three months in increased production and quality of slugs and casting and handling metal. We wish to emphasize the fact that they are still working and have cost very little for repairs."

THE GEO. E. LEE COMPANY

Caxton Building, Cleveland, Ohio

Red-line Tape coupled with Run Easy Tape Coupler



Red-line Tape is sold in rolls of thirty-six yards and is made in the following sizes:

$\frac{3}{8}$ inch	$\frac{3}{4}$ inch	$\frac{7}{8}$ inch	1 $\frac{1}{4}$ inch	1 $\frac{1}{2}$ inch
$\frac{1}{2}$ inch	$\frac{5}{8}$ inch	1 inch	1 $\frac{1}{4}$ inch	2 inch

GET THE BEST MADE, INSIST ON *Red-line*
IT'S THE FINEST QUALITY OBTAINABLE

Tensile Tested • Quality Guaranteed

Red-line TAPE

A SUPERIOR QUALITY OF TAPE FOR BINDERY, PRESSROOM, OR WHEREVER TAPE IS REQUIRED

SAVE the time and trouble occasioned by breaking of tapes on your machines by using *Red-line* Tape. Cheap tape, like lots of other cheap things, is dear at any price.

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

The Mill Price List

Velvo-Enamel
Marquette Enamel
Sterling Enamel
Westmont Enamel

Pinnacle Enamel
Embossing Enamel
Westvaco Ideal Litho.

Westvaco Super
Westvaco M.F.
Westvaco Eggshell
Westvaco Text

Westvaco Cover
Minerco Bond
Origo Writing

Westvaco Index Bristol
Westvaco Post Card

WEST VIRGINIA PULP AND PAPER CO. Inc.
Largest Manufacturers of Book Papers in the World
200 Fifth Ave., New York

John Smith Printing Co.
474 West 17th St.

THE MILL PRICE LIST

1c. Paid
New York, N. Y.
Permit No. 2324



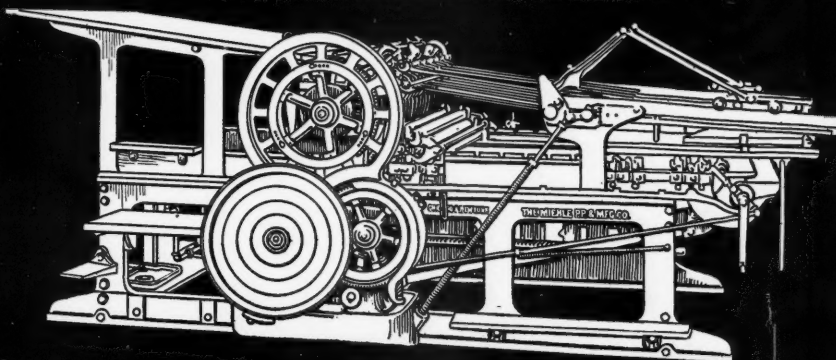
The Westvaco Brands of the West Virginia Pulp & Paper Company are stocked and sold exclusively by the following distributors through the MILL PRICE LIST:

DETROIT . . .	The Union Paper & Twine Company
CLEVELAND . .	The Union Paper & Twine Company
CINCINNATI . . .	The Chatfield & Woods Company
PITTSBURGH . . .	The Chatfield & Woods Company
BOSTON	The Arnold-Roberts Company
PHILADELPHIA	Lindsay Brothers, Incorporated
WASHINGTON, D.C.)	
NORFOLK, VA. }	. . R. P. Andrews Paper Company
YORK, PA. }	
CHICAGO and }	The West Virginia Pulp & Paper Company
NEW YORK }	

Be Sure Your Name Is On the Mailing List of Our Nearest Distributor So That You Receive the Mill Price List Each Month.

This insert is not a sample of any of the papers advertised

The Miehle



TRUE QUALITY

TRUE quality is not self-conscious. Its possessor is not boastful. Its merits are assured; they compel recognition by their own force.

For over thirty years, the Miehle has been in constant use by an ever-increasing number of printers. In this long period, there has been ample opportunity for the most complete test of the press in every respect.

And what is the verdict? Does the Miehle possess true quality?

From thousands of printing offices everywhere, the answer comes; not in words of praise, in empty commendation, but in unsolicited orders for more Miehles, and still more Miehles.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., 1218 Monmouth Bldg.
NEW YORK, N.Y., 2340 Woodworth Bldg.
ATLANTA, G.A., Dodson Printers Supply Co.

PHILADELPHIA, PA., Stephen Girard Bldg.
DALLAS, TEX., 611 Thayer Bldg.

BOSTON, MASS., 156 Federal St.
SAN FRANCISCO, CAL., 693 Mission St.

DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED



The Ritterband,
Reed & Co.
Battery of Gordon
Presses.

Ritterband, Reed & Co. NEW YORK, N. Y.

ANY printing concern holds customers mainly because of service and equipment that does consistently good work.

Of these two factors, the latter is perhaps the more influential because reliable equipment *means* service.

Ritterband, Reed & Co. are known around New York for service. It is only natural, therefore, that a good sized battery of Chandler & Price Gordons is found in this plant.

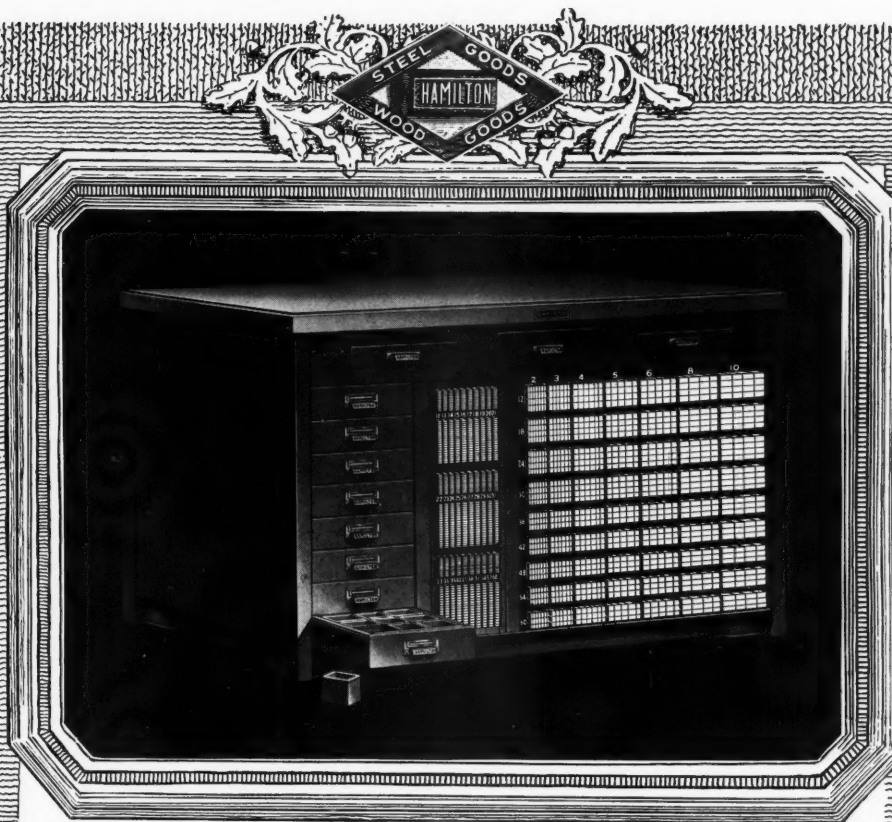
Chandler & Price Gordons everywhere retain the old fashioned meaning of the word "service."

Write for booklet "The Profit in Printing."

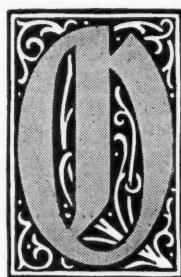
Chandler & Price Presses

The Chandler & Price Co., Cleveland, Agencies in All Principal Cities

The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage



AN ACCEPTED FACT



The Hamilton Steel Imposing Table No. 726 (illustrated above) is standard in quality of material, design and workmanship. Its labor- and space-saving features speak for themselves.

ONE FACT IS CLEAR—economy leads to the accumulation of wealth, and combines the very essential factors of Primary Cost, Reliability, Convenience, Field of Service, Permanency. These are the BIG FIVE. It requires study and effort to unite them—united they represent 100% efficiency, and command success.

—Business Science.

Hamilton Steel Composing Room Equipment is built to meet the most exacting requirements and fully complies with all the foregoing specifications of BUSINESS SCIENCE.

The Hamilton Manufacturing Co.

Eastern House: Rahway, N. J.

Two Rivers, Wisconsin

HAMILTON GOODS are for sale by all Prominent Type Founders and Dealers Everywhere

*You
Save*

60% on Embossing of Panels, Borders, Bold Lettering and Ornamental effects.

The patent covers the "making of the two dies (male and female) simultaneously" which enables you to take proofs by hand on your desk; to correct or alter dies; to "make ready" on the light press in five minutes (ready to run) as you have no "counter" to make.

You save the time of the Press and your Pressman;
Your Own and the Customer's time, by using—

THE ELLIS "NEW METHOD" EMBOSSING

(PATENTED)

Net Cash \$150.00—or Terms

*YOU
GET*

Personal Instruction by a qualified Teacher, every tool and appliance for marking but designs and making Dies; Bases for the press and printed Instructions; with a license to use the Method on your own premises for your own business only. (Protection given against the possibility of infringements, which will be prosecuted)

Booklet and Specimens, 10 cents

THE ELLIS "NEW METHOD" EMBOSSING COMPANY

140 WEST 38th STREET, NEW YORK CITY

NOTE—All monies to be made payable to the Patentee—Walter J. Ellis



Rouse Products

*Mean Increased Profits
for the Printer*

Rouse Products are paying their way and bringing increased profits to hundreds of progressive printers. Are you one of them? If not, this advertisement will be of interest.

Rouse Register Hooks and Bases meet the need for an efficient, economical and durable plate-mounting system. For bookwork and colorwork requiring close register they give uniform satisfaction.

Rouse Job Sticks embody the latest improvements in composing-room appliances. Made of best materials and instantly adjustable to picas and nonpareils.

Your compositors will appreciate Rouse Job Sticks.

*Write today for literature describing the
complete line of Rouse Products.*

H. B. ROUSE & COMPANY

2214 Ward Street, Chicago



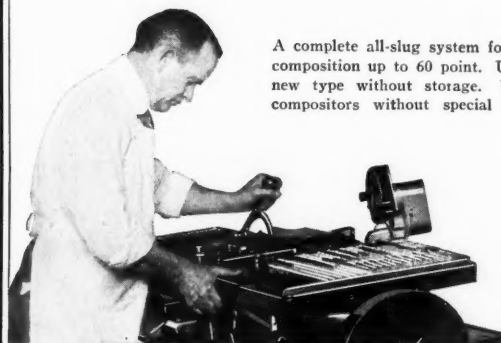
THE ROUSE PAPER LIFT

makes it possible for you to add a thousand more impressions a day to each press due to the saving in time the pressfeeder usually takes in putting up new lifts from the floor. An entire day's run for a press can be placed on the lift at one loading.

Increases production and general efficiency in the pressroom.

Ludlow For Display

Well-fitted and unbreakable italic is an exclusive advantage with the Ludlow System. All sizes to 60 point are cast on slugs without mold or machine changes.



A complete all-slug system for display composition up to 60 point. Unlimited new type without storage. Used by compositors without special training.

Send for Specimens

**Ludlow Typograph
Company**

General Office and Factory
2032 Clybourn Avenue
CHICAGO

Eastern Office
606 World Building
NEW YORK

Laketine for Litho and Letter-Press

Business grew so rapidly with us during the past seven years that our several plants were driven beyond their capacity. Our customers were exceedingly patient with us, for which we thank them. We are now overhauling machinery and increasing facilities to prevent delay in future deliveries. Besides we are stocking up with some of our best sellers such as:

LAKETINE for LITHO and LETTER-PRESS work

"BETTER INKS" MEANS "BETTER BUSINESS"

Write, Wire, Phone, Call on "The Old Reliable"

Sinclair and Valentine Co.

NEW YORK, 605-611 WEST 129th STREET

BOSTON.....516 Atlantic Avenue
PHILADELPHIA.....1106 Vine Street
BALTIMORE...312 North Holliday Street
NEW ORLEANS.....315 Gravier Street

CHICAGO.....718 South Clark Street
ST. LOUIS.....101-103 S. Seventh Street
CLEVELAND.....321 Frankfort Avenue
DETROIT.....806 Gladstone Avenue

TORONTO.....233 Richmond Street, W.
MONTREAL.....46 Alexander Avenue
WINNIPEG.....173 McDermott Avenue
ALBANY, BUFFALO and Other Cities.

FACTORIES: NEW YORK, NEW JERSEY, CANADA

REPRODUCTIONS

Velvety qualities of etchings
Subtle values in Works of Art
Atmospheric effects of nature
Sheen of silks and textiles
Lights and reflections of machinery
Character and line of the human form
Are all enhanced by the undertone
Uniquely developed by

*Doubletone &
Ullmanine Inks*

(Registered)

SIGMUND ULLMAN COMPANY

HOME OFFICE

Park Ave. and 146th St.
Tel., Mott Haven 1330-1331

DOWNTOWN OFFICE

466 Broome Street
Tel., Spring 8636-8367

NEW YORK

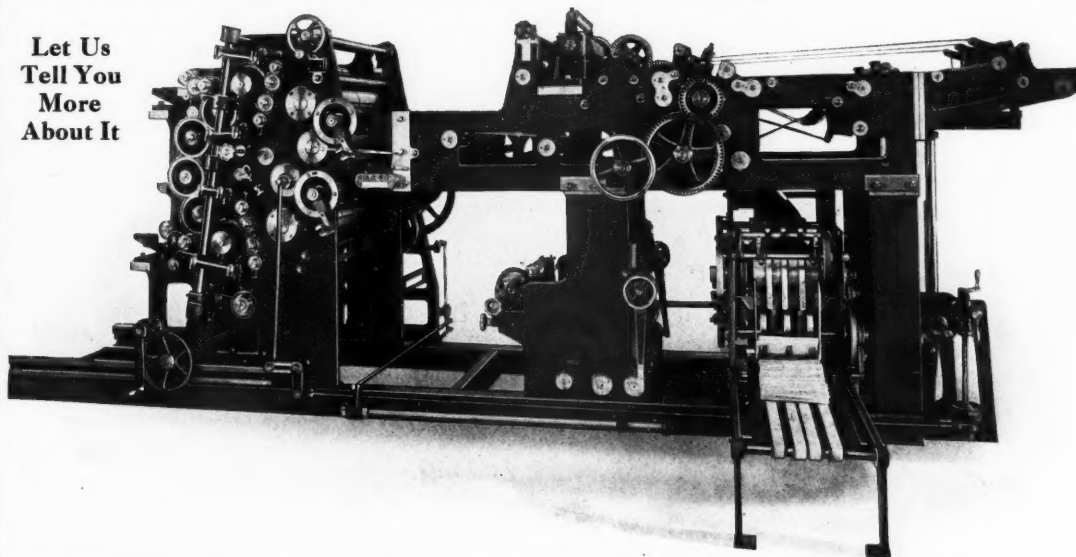
501-509 Plymouth Court
Tel., Harrison 4491-4492

CHICAGO

A HIGH SPEED STRAIGHT ROTARY PRESS

Prints One Color on Each Side—Offset Web—Delivers Sheets Either Flat or Folded
Size: 28 in.x 20 in.—You Can Use This Press to Advantage on Your Long Run Work

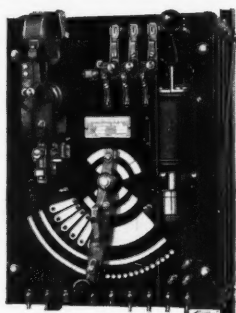
Let Us
Tell You
More
About It



KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 Broadway

TORONTO, CANADA, 445 King Street, West



Reliability Built In

DISTRIBUTING JOBBERS

Wagner
Sprague
General Electric

MOTORS

Sprague Controllers
Cutler Hammer
Controllers

Also guaranteed rebuilt equipment in all standard makes

MOTORS · CONTROLLERS

Printing Press Equipment

The largest bona fide stock in the country
A competent engineering department
backed by 20 years of "Know How".

Our charge for engineering service
Your Good Will



The Fuerst-Friedman Co.

CLEVELAND, OHIO.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

739

Why Depend on Guesswork

*In Galley
Make-up?*



No sane printer would attempt to set type without a stick—or guess at the *width* of a form.

And yet many printers are depending on Guesswork when justifying the *length* of a page.

A "AVERY'S GALLEY has made it possible to give uniform page measurements and better service to our customers than we could give before.
"It is a complete success as a time-saver, and provides the only convenient means we know about for accurate justification on the galley."
SUPERIOR TYPESETTING CO.,
Los Angeles, Calif."

Avery MAKE-UP **Galley**
"SAVES ITS COST IN ONE JOB"

provides a definite, simple and convenient way of having each form in a "locked-up" condition before it leaves the compositor's frame.

The Avery Galley Co.

412 South Los Angeles Street
Los Angeles, Calif.

For Sale by All Branches

AMERICAN TYPE FOUNDERS CO.
BARNHART BROS. & SPINDLER



They're from Missouri

"**Y**OU'VE got to show me!" is the consumer's slogan for 1921.

People are buying like good purchasing agents. Before they go into a store, they shop around in the pages of the magazines, newspapers, and direct-mail advertising. Before they put up their money, they ask questions and compare quality and price.

When the consumer says, "Show me!" it pays to obey. Buying habits are being unsettled all along the line. Steady customers are giving the accustomed brand a keen comparison with other makes. In 1921 you must sell even your oldest friends as if they were new prospects.

"Show me!" demands not vague "art" and general publicity, but life-like illustrations of your product, instructive pictures of its use and clear exposition of its advantages.

Success at this method of selling requires that your goods be shown better than the other fellow's. In other words, the artist and engraver play big parts.

For twenty-eight years the Stafford Engraving Company has specialized in "Show me!" salesmanship. Our artists are well schooled in its requirements, and you will find at least one man in this department who is an expert in your line.

Stafford color plates, halftones and zinc etchings are distinctly superior. The men who make them, headed by a foreman who has been with Stafford for twenty-one years, are seasoned craftsmen; and they have every advantage of modern equipment for their work. We now have the Weeks Electrical Etching Process in full and perfect operation, and we are making better halftones than ever before.

You can get a real edge over your competitors by coming to Stafford for your "Show me!" art and engravings. A large part of our business is handled by mail and telephone. Try it.

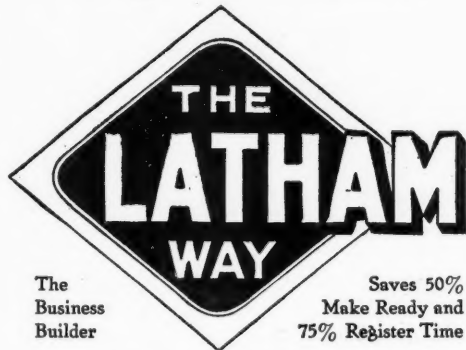
STAFFORD ENGRAVING CO.

"The House of Ideas"

ARTISTS DESIGNERS ENGRAVERS
Engraved and Steel Die Embossed Stationery

Century Bldg., Indianapolis

Profit Making Equipment



The
Business
Builder

Saves 50%
Make Ready and
75% Register Time

ASK FOR A DEMONSTRATION

Complete Plate Mounting, Registering System
for Book, Catalogue, Label and Color Printing.

Steel Cabinets on Casters for Patent Base Equipment.
Hancock Perfecting Lineup Machine.
Mashek Form Trucks.
Gas Burners for Cylinder, Job and Kelly Presses.
Rouse Paper Lifts.
Iron Furniture.
Steel Interlocking Furniture.
Riebe Quoins, Keys and Guides.
Electric Welded Steel Chases.
Superior Chase Locks for Cylinder Presses.
Rouse Roller Cooling Fans for Miehle Presses.
Wesel Diagonal Groove Final Bases and Hooks.
Potter and Poco Proof Presses.
Slauson Cylinder Press Locks.
Morgans & Wilcox Job Locks.
Cylinder Press Seats.
Page Fountain Dividers.
Warner's Roller Trucks for Job Presses.
Rouse Mitering Machines.
Rouse Tympan Holders for Pressroom.
Shute Planes for Beveling and Undercutting
Patent Plates.
Hoerner Combination Shute Board and Type-high
Machine.

Morgans & Wilcox, H. B. Rouse, Challenge
Machinery and Kramer Woodworking
Co. Products



8x8 Hook Gives
6-in Travel.

4x4 Hook Com-
plete for Small
Plate Work.

8x8 Double Hook for
Narrow Margins

Latham Automatic Registering Co.

Chas. J. Kanera, Gen. Mgr.

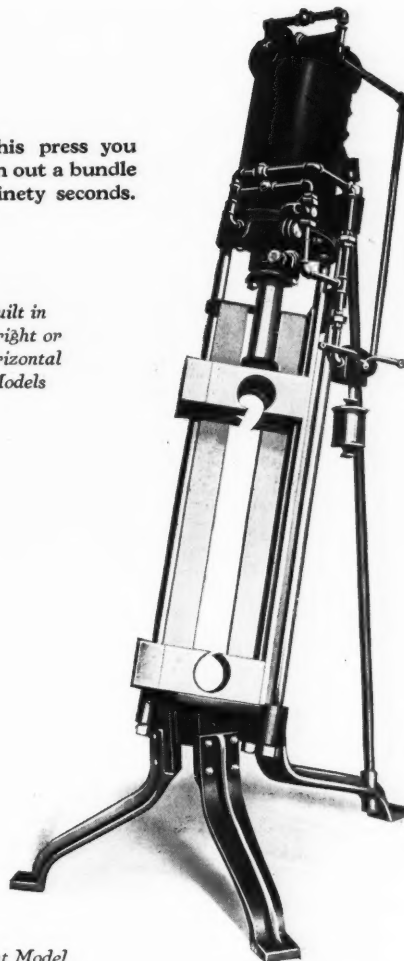
608 S. Dearborn St.
Chicago, Ill.

170 Fifth Avenue
New York, N. Y.



With this press you
can turn out a bundle
every ninety seconds.

Built in
Upright or
Horizontal
Models



Upright Model

BERRY

Pneumatic Signature Press

WITH this machine, signatures, catalogs, books, and so on are quickly and uniformly compressed into easily handled bundles. This press is fitted with a 10-inch cylinder that gives a 14-inch stroke. Blocks are $10\frac{1}{2} \times 10\frac{1}{2}$ inches. One of these presses will take care of the output of eight or ten folding machines.

BERRY MACHINE COMPANY

309 N. Third Street, St. Louis, Mo., U. S. A.

Do You Know *that* The Wesel "Final" Base

*for mounting printing plates on press beds is the really
only all around method best adapted to pressroom usage?*

IT IS—Service everywhere proves it. "Finals" are but one of the many Wesel Wares for PRINTERS, PHOTO-ENGRAVERS, ELECTRO-TYPERS, AND STEREOTYPERS.

PREPARE NOW for the business that will come to you if you equip for it. We invite your business and assure you of Service.

BUY NOW — FOR BETTER BUSINESS
Wesel Material Is Standard Equipment



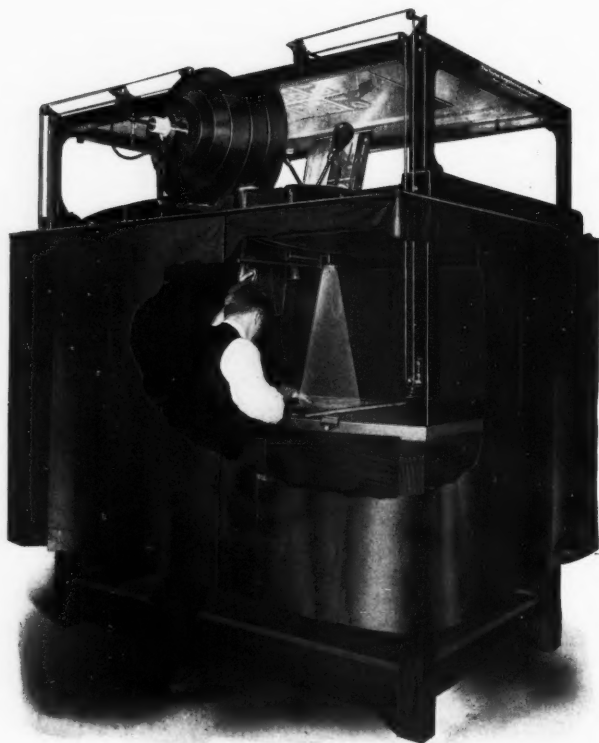
F. WESEL MFG. CO.

General Offices and Factories:

72-80 CRANBERRY ST., BROOKLYN, N. Y.

Chicago Office, 1654-7 Monadnock Bldg. Phones, Wabash 4799, Harrison 6291.

Please mention The Inland Printer.



Proved With Every Method

The Taylor Registering Projector has thoroughly demonstrated its remarkable time-saving qualities both in make-up and in cutting down standing time on press, when used with any type of make-up or variety of patent base.

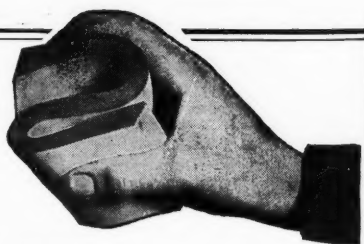
A true and exact image of an impression of the key form, or other registering detail, is projected (as in a moving picture machine) directly upon the form, which is held on the stone as on the bed of a press. To obtain register, merely move the plate or type-matter to the proper place as shown in the "picture" on the face of the form, secure it in position, and you are ready for the press. This does not necessitate any change in the method of mounting or locking up forms. The great saving comes in cutting down the time necessary to locate the form elements in correct position for lock-up. Guess-work is eliminated, make-up time in the composing room and striking-in on the press are reduced to an almost unbelievable minimum. By our system, forms are registered *before they go to press*. This is where the saving counts.

Write today for full details of the machine, its operation, and our "paying its way" plan of purchasing.

**The Taylor
Registering Projector Co.**

927 Linden Ave., Baltimore, Md.

TORONTO TYPE FOUNDERS COMPANY, Ltd., Sole Agents, Canada and Newfoundland —Toronto, Montreal, Winnipeg, Regina.
Agents Chicago and West, LATHAM AUTOMATIC REGISTER CO., Chicago.



NUREX— *It Sticks*

Tabs made with NUREX never come apart—because NUREX always sticks. And it works just as well in damp weather as under the most favorable circumstances. If you want satisfaction in a tabbing glue use

NUREX

Patented June 1, 1920

Tabbing Compound

Many advantages accrue to the printer through the use of NUREX. Tabs can be handled roughly without fear of their coming apart, just as shown in the illustration at the top of this page. Forms printed in gangs may be assembled in gangs and tabbed in gangs as well, if NUREX is used. NUREX is distributed to the trade through distributors only. Order today from the distributor in your territory.

NUREX JOBBERS

ATLANTA, GA.	Sloan Paper Co.
BOSTON, MASS.	Carter, Rice Paper Co.
BETHLEHEM, PA.	Bethlehem Paper Co.
BIRMINGHAM, ALA.	Diem & Wing Paper Co.
BALTIMORE, MD.	Whitaker Paper Co.
BOSTON, MASS.	Knight, Allen & Clark
BUFFALO, N. Y.	The Ailing Cory Co.
BUTTE, MONT.	Butte Paper Co.
CHICAGO, ILL.	J. W. Butler Paper Co.
CLEVELAND, OHIO.	The Central Ohio Paper Co.
CLEVELAND, OHIO.	The Union Paper & Twine Co.
CINCINNATI, OHIO.	The Chatfield & Woods Paper Co.
CINCINNATI, OHIO.	The Whitaker Paper Co.
COLUMBUS, OHIO.	The Central Ohio Paper Co.
COLUMBIA, S. C.	The R. L. Bryan Co.
CHARLOTTE, N. C.	Western Newspaper Union
DAYTON, OHIO.	The Whitaker Paper Co.
DENVER, COLO.	The Peters Paper Co.
DENVER, COLO.	The Carter, Rice Carpenter Co.
DALLAS, TEXAS.	Southwestern Paper Co.
DETROIT, MICH.	Butler-Detroit Paper Co.
DULUTH, MINN.	Peyton Paper Co.
FORT WAYNE, IND.	Western Newspaper Union
FARGO, N. D.	Western Newspaper Union
FORT WORTH, TEXAS.	The Reimers Co.
GRAND RAPIDS, MICH.	Central Michigan Paper Co.
HAGERSTOWN, MD.	Antietam Paper Co.
HARRISBURG, PA.	Johnston Paper Co.
HOUSTON, TEXAS.	Southwestern Paper Co.
INDIANAPOLIS, IND.	The Crescent Paper Co.
INDIANAPOLIS, IND.	The Whitaker Paper Co.
JACKSONVILLE, FLA.	Antietam Paper Co.
KANSAS CITY, MO.	Missouri Interstate Paper Co.
LINCOLN, NEB.	Western Newspaper Union
LOS ANGELES, CAL.	The Sierra Paper Co.
LOUISVILLE, KY.	Louisville Paper Co.
LITTLE ROCK, ARK.	Western Newspaper Union
MEMPHIS, TENN.	Taylor Paper Co.
MILWAUKEE, WIS.	Standard Paper Co.
NEW YORK CITY, N. Y.	J. E. Linde Paper Co.
NEW YORK CITY, N. Y.	Lasher & Lathrop
NEWARK, N. J.	Lasher & Lathrop
NASHVILLE, TENN.	Clements Paper Co.
NEW ORLEANS, LA.	E. C. Palmer Paper Co.
OKLAHOMA CITY, OKLA.	Western Newspaper Union
OMAHA, NEB.	Western Newspaper Union
PHILADELPHIA, PA.	Garrett, Buchanan Paper Co.
PITTSBURGH, PA.	The Chatfield & Woods Paper Co.
PORTLAND, ORE.	Endicott Paper Co.
WILKES-BARRE, PA.	D. L. Ward & Co.
ROCHESTER, N. Y.	The Ailing Cory Co.
READING, PA.	M. J. Earl
RICHMOND, VA.	The Richmond Paper Co.
RICHMOND, VA.	The Whitaker Paper Co.
ST. JOHN, N. B., CANADA.	Schofield Paper Co. Ltd.
ST. LOUIS, MO.	Mississippi Valley Paper Co.
ST. PAUL, MINN.	Wright Barrett Stilwell Paper Co.
SAN FRANCISCO, CAL.	Pacific Coast Paper Co.
SALT LAKE CITY, UTAH.	Western Newspaper Union
SPRINGFIELD, MO.	The Springfield Paper Co.
SEATTLE, WASH.	Mutual Paper Co.
SCRANTON, PA.	Megawee Brothers
SPRINGFIELD, MASS.	The Paper House of New England
TOLEDO, OHIO.	The Central Ohio Paper Co.
THOY, N. Y.	The Troy Paper Co.
WASHINGTON, D. C.	B. F. Bond Paper Co.

The Lee Hardware Co.
SALINA, KANSAS

You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen—and more difficult to obtain additional presses—but by equipping your presses with

Carmichael Relief Blankets

(PATENTED)

**For Cylinders, Platens and All
Hard Packing Presses**

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay “put”—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.

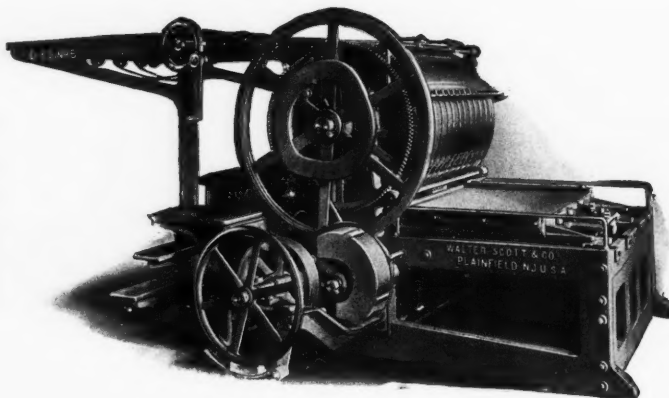
Carmichael Blanket Co.

ATLANTA, GEORGIA

Branch Sales Office, 771 Mills Bldg., San Francisco

The SCOTT High Speed Direct Drive Cutting and Creasing Press

THE strongest press ever built for this work, and now used by progressive carton manufacturers of the United States and all over the world. It does all we claim for it, and there is room for it in every carton plant.



*Send for our Cutting and
Creasing Press Catalogue*

WALTER SCOTT & COMPANY

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

NEW YORK OFFICE: Brokaw Bldg., 1457 Broadway at 42nd Street

CHICAGO OFFICE: Monadnock Block

Announcing a New Line of

Greeting Cards

In previous years we have made Stock Greeting Cards for various jobbing and greeting card firms. This year (and hereafter) we want to sell you direct. Our salesmen will be ready to call on you any time after February first.

We believe those dealers who are kind enough to wait and see our line before placing their stock orders will be amply gratified.

Mail inquiries solicited and will receive careful attention.

THE designs for these cards are artistic, new and beautifully executed; the sentiments are in good taste, engraved in our latest styles of engraving which have met with such welcoming approval.

HARCOURT & CO., Inc.

Manufacturing Engravers and Stationers
LOUISVILLE, KENTUCKY



PRINTED WITH
DU PONT BRONZE
POWDER—Pale Gold, 7205-F

70 cents per pound in lots of ten
50-lb. cans

THE UNUSUAL BRILLIANCY AND COVERING POWER OF



BRONZE POWDER

DISTINGUISHES IT AS A SUPERIOR PRODUCT
for Embossing, Lithographing, Engraving and Flat Printing

E. I. DUPONT DE NEMOURS & COMPANY, Incorporated, WILMINGTON, DELAWARE
SALES DEPARTMENT, CHEMICAL PRODUCTS DIVISION

FRANKLIN PRINTING COMPANY, PHILADELPHIA NEW YORK

1771

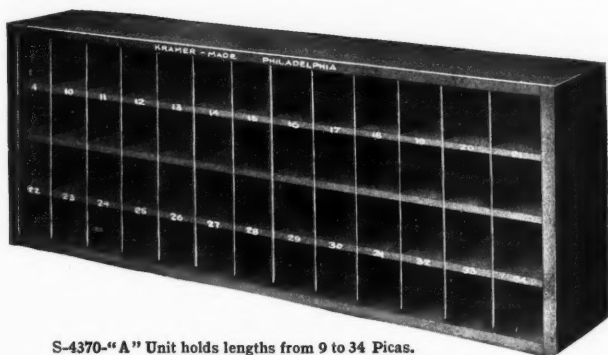
KRAMER LEAD *and* SLUG UNIT STORAGE CABINET

S-4370

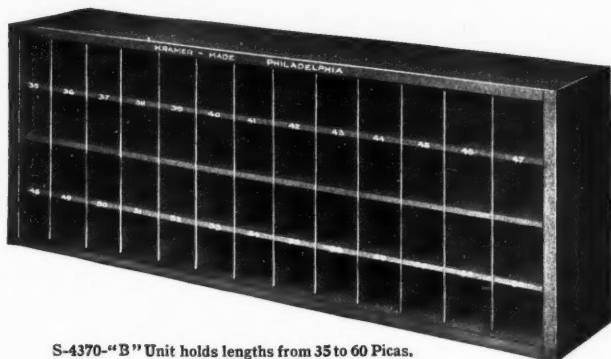
The most compact Lead and Slug Cabinet ever built. Each Unit will hold 2000 pounds of material when loaded to capacity.

MADE IN TWO UNITS — ALL STEEL CONSTRUCTION

To Hold Lengths From 9 to 60 Picas by Ems



S-4370-“A” Unit holds lengths from 9 to 34 Picas.
Capacity 2000 Pounds.



S-4370-“B” Unit holds lengths from 35 to 60 Picas.
Capacity 2000 Pounds.

Units can be set on any standard 50 case, double tier, Type Cabinet, or units can be set back to back, or mounted one above the other or placed against blank wall.

S-4370-“A” Unit

Holds Lengths from 9 to 34 Picas

S-4370-“B” Unit

Holds Lengths from 35 to 60 Picas

Each Unit Contains 52 Bins, 5 $\frac{1}{8}$ " wide, 5" high, each bin from 9 to 15 picas will hold 120 inches of low leads and slugs; 16 to 20 inches; 31 to 60 picas, 30 inches.

Overall dimensions of each Unit,
70" wide, 10 $\frac{1}{2}$ " deep, 23 $\frac{1}{2}$ " high.

*Finish — Dark Olive Green
Baked Enamel.*

DON'T be satisfied with "any kind" of Printing Office Furniture. We supply your wants to measure. Every job has individual attention.

DON'T spend a dollar until you consult us. We will save you labor cost, floor space, confusion and first cost. Let Kramer Engineers show you best way.

KRAMER WOODWORKING CO. Kramer Steel
Products Co.
THIRD AND CUMBERLAND STS. Since 1797 PHILADELPHIA, PENNSYLVANIA

**HANCOCK
LINEUP**

**PERFECTING
MACHINE**



WHAT WILL IT DO?

*That's Your Question
and here's Our Answer—*

A Hancock Perfecting Lineup Machine—as far as lining up strike sheets is concerned—will line up more sheets in an hour than can be lined up by hand in a day. It makes from one to sixteen lines in one motion, with speed and accuracy.

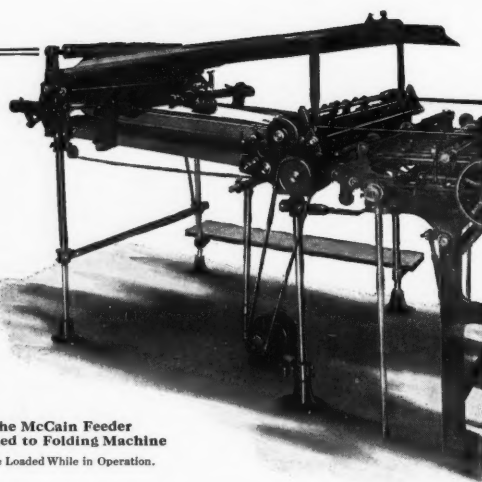
The Hancock Perfecting Lineup Machine is as simple to operate as it is efficient. Not only that, it is absolutely reliable—every Hancock Machine is tested for speed and accuracy.

Modernize your plant. Install a Hancock Perfecting Lineup Machine; at least, write for full information concerning it.

Keep your eyes and mind open.

The Hancock Perfecting Lineup Machine Co.
Lynn, Massachusetts

TORONTO TYPE FOUNDRY CO., Ltd.
Exclusive Agents for Canada and Newfoundland



The McCain Feeder
Attached to Folding Machine
Can be Loaded While in Operation.

Prepare for Increased Business

If work is slack, now is the time to look over the plant and make arrangements for improvements to care for the increase in business which is on the way.

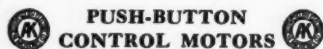
THE MCCAIN Automatic Feeder

solves the problem of hand feeding of your folders. Production records show increases all the way from 10 to 25 per cent after the McCain is installed. Easily attached to Anderson, Brown, Cleveland, Dexter or Hall folders.

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

Push the Button and Go Ahead

Your motors need not be difficult to operate. They will be simple in operation and designed to meet every emergency if they are

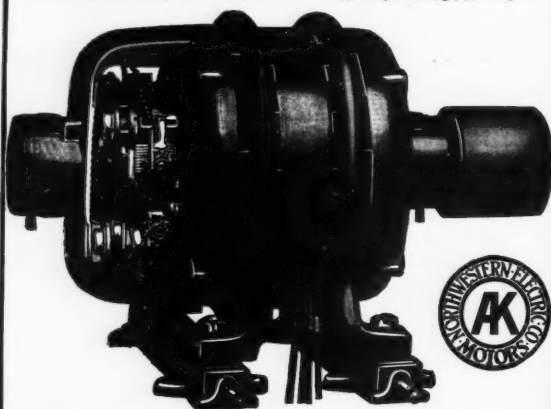


They will deliver just the proper speeds for the work in hand. No need to run slow where quantity production is wanted, and you won't be compelled to speed up the press for work that demands close supervision.

Northwestern Electric Co.

408-416 South Hoyne Ave., Chicago, U. S. A.

KANSAS CITY, MO., 1024 Grand Ave. MONTREAL, QUE., 401 New Birks Bldg.
PITTSBURGH, PA., 719 Liberty Ave. MINNEAPOLIS, 8 N. Sixth St.
SEATTLE, WASH., 524 First Ave., S. TORONTO, 308 Tyrell Bldg., 95 King St.



Black Inks

—that Are Black

for any kind of printing on any kind of stock. Let us know your requirements and we will suggest the proper ink for the job.

*This service is yours
for the asking. Try us.*

American Printing Ink Co.

Office and Factory:

2314 to 2324 W. Kinzie St., CHICAGO, ILLINOIS



TODAY

The most careful attention must be paid to every detail. Printed forms that are to be made into pads must be padded with a glue that holds each sheet firmly—a glue that is also flexible, permitting of careless handling without the pads breaking apart—yet when a sheet is removed from the pad the edge must be perfectly clean and free from any particles of glue.

This Result is Best Achieved with **R. R. B. Padding Glue**

Order from nearest dealer.

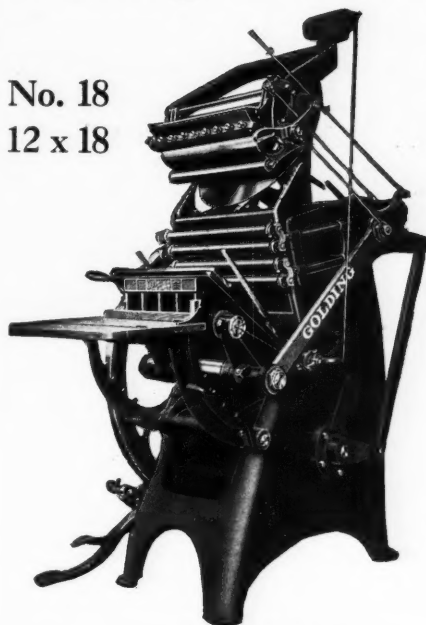
Baltimore, Md.	Armstrong Paper Co.
Birmingham, Ala.	City Paper Co.
Boston, Mass.	Stone & Andrew, Inc.
Boston, Mass.	H. C. Hansen Type Foundry
Buffalo, N. Y.	American Type Fdrs. Co.
Chicago, Ill.	Graham Paper Co.
Cleveland, Ohio.	Cleveland Paper Mfg. Co.
Dallas, Texas.	Barnhart Bros. & Spindler
Denver, Colo.	Graham Paper Co.
El Paso, Texas.	Graham Paper Co.
Los Angeles, Cal.	Blake, Moffitt & Towne
Nashville, Tenn.	Graham Paper Co.
New Orleans, La.	Graham Paper Co.
Ogden, Utah.	Scoville Paper Co.
St. Louis, Mo.	Graham Paper Co.
Seattle, Wash.	American Paper Co.
Washington, D. C.	R. P. Andrews Paper Co.
Toronto, Canada.	Wilson-Munroe Co.

or direct from

ROBERT R. BURRAGE
83 Gold Street, New York

The Golding Art Jobber

No. 18
12 x 18



Most Efficient Hand-Feed Press Ever Developed

DESIGNED to produce the highest quality of Commercial and Art Printing at the minimum cost, the Golding Art Jobber No. 18—12x18—has gained, through years of practical work in printing establishments located in all parts of the world, the reputation of being the most efficient hand-feed press ever developed.

Distribution of ink is secured by an automatic Brayer Art Fountain and a Duplex Distributor. Double distribution to the single impression.

Wedge-Impression Adjustment located in bed provides a quick and easy make ready.

Platen and Rocker are merged into one massive casting to provide greater impression strength.

Eccentric Shaft Throw-off makes it possible to save the impression within half an inch of the point of imprinting.

Automatic Quick-Stop Brake and Release enables one to stop the press instantly, while running at any speed, without damage to the machine.

Very Durable. Parts work from positive fixed centers. No sliding cams or surface-wearing units.

High Speed. Many printers average 12,000 to 14,000 impressions per eight hour day.

Prices on application

Golding Manufacturing Co.

Franklin, Mass.

Printing Presses, Paper Cutters, Tools

For sale by the American Type Founders Co., also Type Founders and Dealers generally.

An Old Friend

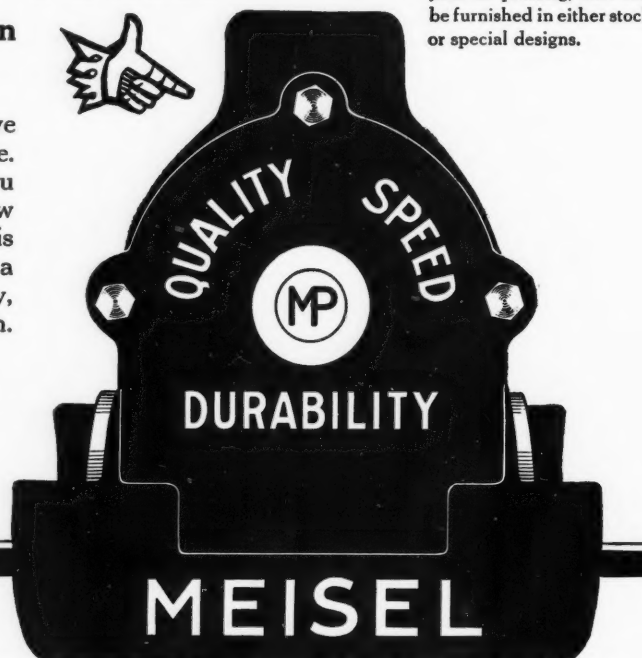
—what this sign can mean to you.

EVERY month for the last year you have seen this sign reproduced in this space. What has it come to mean to you? If you are the user of a Meisel Press you know that is the registered trade mark of this company and our bond to the buyer of a durable machine of the highest quality, and ready to deliver speed in production.

If you are not a Meisel user why not get acquainted with us now? An inquiry implies no obligation.

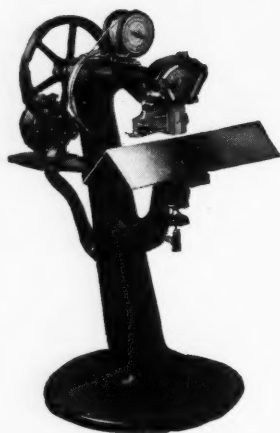
**MEISEL PRESS
MFG. COMPANY**

944-948 Dorchester Ave.
BOSTON, MASS.



Trade Mark Registered U. S. Patent Office.

*The Monitor
No. 1 Wire Stitcher*



"The One Machine for All Jobs" and is the most popular machine on the market for use in the average plant. It gives year in and year out service on all kinds of work; anyone can operate it; requires practically no attention, and invariably proves a money-maker in any plant.



The One Machine for All Jobs

That's the verdict the leading Printing and Bindery Shops of America have accorded the *Monitor No. 1 Wire Stitcher*. It is a merited verdict because on all kinds of jobs, from stitching a two-page pamphlet with light No. 28 or 30 wire to stapling a heavy 7/8-inch flat book with 20x25 wire, there is no machine made that will turn out a better job, do it quicker, and do it at lower operating costs.

A Trial Will Convince You

If you are not using a *Monitor No. 1 Wire Stitcher* in your plant, it will pay you to learn about its strength and simplicity of construction, its mechanical superiority, its record for volume and quality output. INVESTIGATE. Then install a machine and give it your hardest job. It will quickly prove its ability to deliver.

ASK FOR CATALOGUE No. 27 TODAY

Our Service Department will gladly furnish you any information desired about Monitor No. 1 Wire Stitcher or any other machines of the Monitor line.

LATHAM MACHINERY COMPANY

"Latham Machines Last Longest"

BOSTON

1153 FULTON STREET, CHICAGO, ILL.

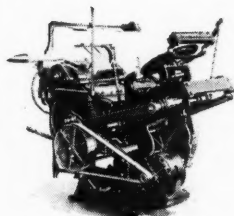
NEW YORK

FOREIGN REPRESENTATIVES

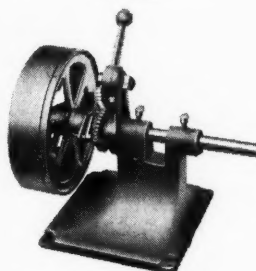
Wm. Dawson & Sons, Ltd. Otley, England
Fonderie Caslon Paris, France
John Dickinson & Co. Cape Town, S. A.

Lettergieterij Amsterdam, Holland
H. J. Logan Toronto, Canada
Geo. M. Stewart Montreal, Canada

WHEN PURCHASING YOUR NEW EQUIPMENT
DON'T WAIT FOR VARIABLE SPEED MOTORS



DRIVE SHAFT Model "R"
on a Chandler & Price Press
with Miller Automatic
Feeder.



"HIGH DUTY"
COUNTER SHAFT TYPE
HORSE POWER $\frac{1}{4}$ to $7\frac{1}{4}$
BELTED SPEED
500 to 800 R.P.M.

SPECIFY "HORTON" VARIABLE SPEED PULLEYS

THE ONLY SATISFACTORY VARIABLE SPEED DEVICE

NO DELAY—IMMEDIATE SHIPMENTS

COUNTER SHAFT TYPES

ADAPTABLE TO A WIDE VARIETY OF MACHINES

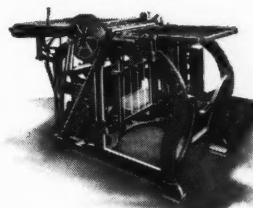
WRITE FOR

CATALOGUE AND PARTICULARS

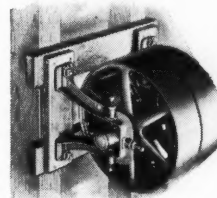
HORTON MANUFACTURING CO.

Cable Address HORTOKUM

3008-3016 University Ave., S. E., MINNEAPOLIS, MINN.
U. S. A.

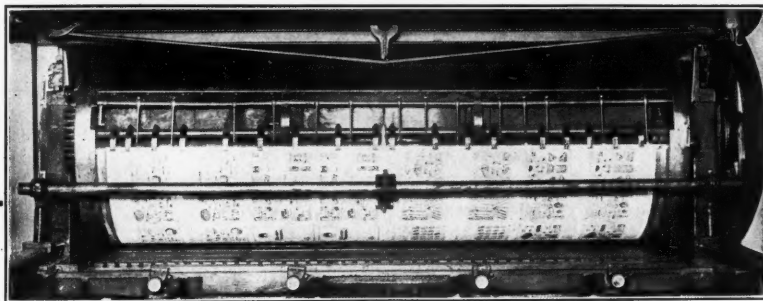


DRIVE SHAFT Model "C"
Standard Equipment for Cleveland
Folding Machines.



"STANDARD"
COUNTER SHAFT TYPE
HORSE POWER $\frac{1}{4}$ to 4
BELTED SPEED
200-350 R. P. M.

Cut or Perforate as Accurately as You Print



Ordinary slitting or perforating on a cylinder press depends on chance for accuracy.

The Hoff Combination Slitter and Perforator

takes the uncertainty out of this work. The grippers hold the sheet and the device is geared to the press—no chance for the work to be out of register. The

sheet is under perfect control at all times, giving you a perfect cut or perforation. Takes care of anything from onion skin to cardboard. As many extra slitter or perforator blades can be used as the job may require.

Full information and particulars are yours for the asking. In writing be sure to give the names and models of your presses.

For Sale at all Selling Houses of the AMERICAN TYPE FOUNDERS COMPANY or any Dealer in Printers' Supplies

Leslie D. Hoff Manufacturing Company

Office: 15 MAY STREET

NEWARK, NEW JERSEY

Or Any Dealer in Printers' Supplies

The Premier Line-up *and* Register Table

Assures Accuracy, Speed and Increased Profits

Will prepare an accurately lined-up strike sheet in two to three minutes.

Will provide a system where but one line-up is required for a job of several forms.

Will prepare a key sheet for color forms, dispensing with necessity of going to press with key forms.

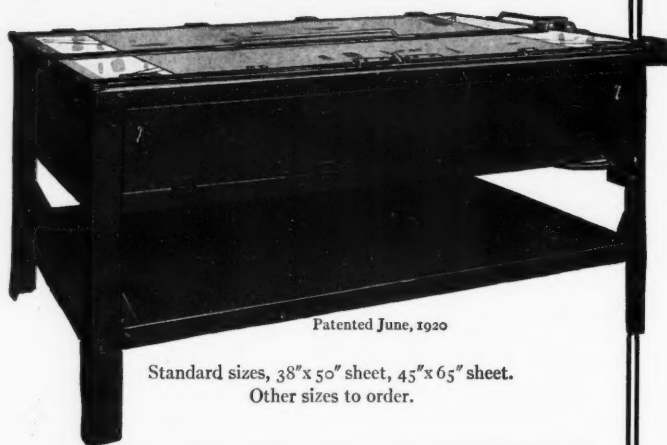
Will save hours of productive time in every department.

Will eliminate press-waiting time.

Will insure perfect back-ups.

The only combined Line-up and Register Table on the market

Paid for itself in sixty days.—*Von Hoffman Press, St. Louis, Mo.*
Truly a wonderful device.—*Issac Goldmann Co., New York City.*
Table entirely satisfactory—feel we have purchased the best and most practical table for our work
—*Commonwealth Press, Worcester, Mass.*



Patented June, 1920

Standard sizes, 38"x 50" sheet, 45"x 65" sheet.
Other sizes to order.

Write today for descriptive booklet.

Premier Register Table Co.

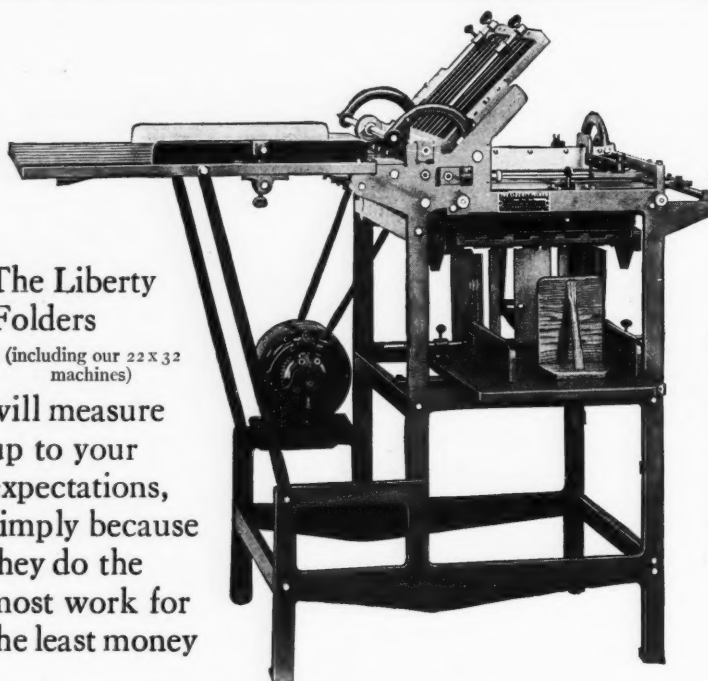
107 West Canton Street

BOSTON, MASSACHUSETTS

The Liberty Folders

(including our 22 x 32
machines)

will measure
up to your
expectations,
simply because
they do the
most work for
the least money



The Liberty Model No. 90

(3 folds)

Range, 5½ x 6 to 16 x 22

Price, \$490.00

For quick, economic service,
without the usual delays and
spoilage.

Handles Letters, Circulars,
Briefs, Booklets, Pamphlets,
etc., in 4, 6, 8, 12 or 16 pages,
one or more on, at the rate of

One completely folded
sheet per second.

THE LIBERTY FOLDER CO., SIDNEY, OHIO, U.S.A.

Originators of Simple Folders

The Monitor System



The modern high speed litho or letter press requires instantaneous, complete control best afforded by the Monitor—the original "Just Press a Button System" which provides for every necessary stage of operation—threading, inching, and any variation of speed, up to the highest used.

We'll gladly send complete details.

Monitor Controller Co.
Baltimore, Md.

2164

Monitor
Safety Lever
Control
Station

"Just Press a Button"

N-O-S COMPOUND does away with the necessity of slip-sheeting. Why not try it?

JAENECKE-AULT COMPANY

CHAS. H. AULT, PRESIDENT & TREASURER

JAENECKE'S ORIGINAL



NUBIAN BLACK

AS MADE BY US FOR MANY YEARS, IS STILL THE BEST ALL AROUND BLACK INK, TO BE HAD ANYWHERE.

MANUFACTURERS OF
FINE PRINTING & LITHOGRAPHIC INKS



FACTORY & EXECUTIVE OFFICES, NEWARK, N.J.

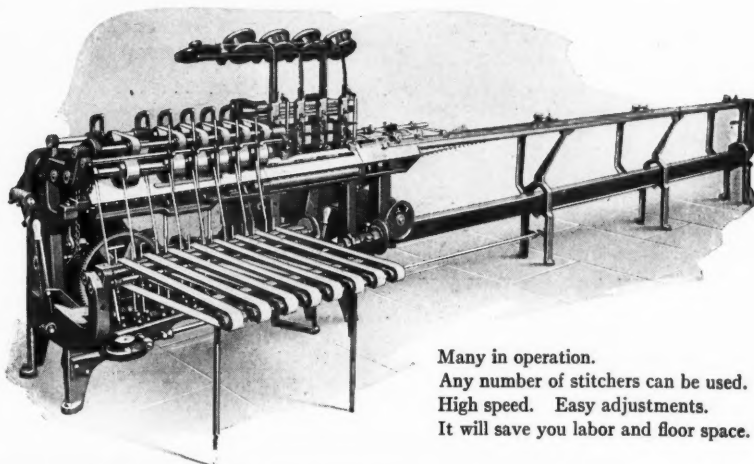
BRANCHES: NEW YORK · CHICAGO · CLEVELAND

Our goods can also be obtained from printers' suppliers everywhere

"First Aid Hints to Printers." Our little booklet just issued is yours if you'll only ask for it.

CHRISTENSEN'S *Latest Type* Stitcher-Feeding Machine

Do not confuse this machine with our former machines as this is a new design.



Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

THE CHRISTENSEN MACHINE COMPANY
RACINE, WISCONSIN

Canadian Agents:

TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Canada
CANADIAN-AMERICAN MACHINERY CO.,

63 Farrington Street, London, E. C.

Eastern Agents:

GEO. R. SWART & CO., Marbridge Building,

Broadway and 34th Streets, New York, N. Y.

Southern Agents:

J. H. SCHROETER & BROS.,

133-135-137 Central Avenue, Atlanta, Ga.

Chicago Office:

Room 469-71 Transportation Building,

609 South Dearborn Street, Chicago, Ill.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

751



VOL. 66, No. 6

MARCH, 1921

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, EDITOR

LEADING ARTICLES IN THIS ISSUE

Making 'Em Call Him "Mister" Again.....	753
BY ALBERT G. BRENTON	
Propaganda for Pure English.....	756
BY F. HORACE TEALL	
Systems	757
BY R. T. PORTE	
Making a Small Town Business Pay.....	759
BY WILL H. MAYES	
A Sketch Biography of William Caxton, England's First Printer.....	766
BY HENRY LEWIS BULLEN	
Selling Paper — Plus	771
BY BRYANT VENABLE	
Revision of the Tariff on Paper and Printed Products.....	775
BY WALDON FAWCETT	
Master Typographers of Today — No. II — Arthur C. Gruver.....	777
BY J. L. FRAZIER	
The Proper Relations of Capital and Labor.....	780
BY S. K. PARKER	
Using Graphic Charts to Increase Pressroom Production.....	791
BY WARD R. HYDE	
Men Who Are Doing Things — Eugene J. Roesch.....	796
BY H. H.	

Complete classified index will be found on page 853

PUBLISHED MONTHLY BY

THE INLAND PRINTER COMPANY

632 Sherman St., Chicago, U. S. A.

New York advertising office, 41 Park Row.

Address all communications to The Inland Printer Company

TERMS: United States, \$4 a year in advance; Single copies, 40 cents. Canada, \$4.50 a year; Single copies, 45 cents. Foreign, \$5 a year; Single copies, 50 cents.

Entered as second class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.
Copyright, 1921, by The Inland Printer Company.

THE HENRY O. SHEPARD CO., PRINTERS, CHICAGO.



Copyright, 1921, by The Inland Printer Company.

EARLY MASTER PRINTERS

WILLIAM CAXTON

1421-1491



LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

VOLUME 66

MARCH, 1921

NUMBER 6

MAKING 'EM CALL HIM "MISTER" AGAIN

BY ALBERT G. BRENTON



WITH a heritage rich in tradition, an early position that drew to him the favor of kings and placed him on a level with members of the learned professions, today's descendant of the old time printer, through neglect of his opportunities has allowed his craft to fall from its former estate. Despite the fact that the product of types has been one of the most (if not the most) potent factor in the civilization and advancement of the world, and has strung the warp of the whole fabric of industry, not more than half a dozen master printers in the country are rated as millionaires. But the number who are as popular with the public as plumbers and as poverty burdened as cobblers is legion.

The accumulation of money, of course, is not a complete measure of success, certainly not of morals. However, wealth is significant in considering the status of one who is accredited with having contributed so vastly to the welfare of the world. It would seem the profession that has done so much to put the rest of humanity on its feet should share more generously in the resultant blessings.

That it doesn't has been largely the printer's own fault. His morals are of his own making and there must have been a modicum of truth (at least in some far remote day) in the prevailing belief that his promise wasn't worth a tinker's dam. If he has not shared in the enjoyments that his work brought the rest of the world through the spread of enlightenment and spiritual grace, that, too, has been his own fault. His case is analogous to that of the cobbler who wears shoes run down at the heels and ground thin on the soles. A cobbler should do better, even in these days of \$16 kicks.

The printer's willingness to remain on the cobbler's poverty line is surprising. For, be it known, those

whom his product serves fill their storehouses to the groaning point with the world's goods, while he who made their progress possible takes the culls and gleanings, which is not meet nor meat (if the pun is permissible). And again the printer himself may be handed the buck! He has submitted passively.

To begin with, that is, in the early days of the craft, the printer not only was an artizan, but often an artist as well, and not infrequently a man of letters. Though never a keen business man, he fared well by reason of commissions with which crowned heads and merchant princes induced him to manipulate his types. Ye olden printer accumulated wealth in considerable proportions and was able to enjoy the luxuries of his day and age.

Then came the era of sharp industrial competition. Royal favors fell away, and though his types and his ink were the means of spreading the propaganda of "costs," "risks," "profits," "overhead," and "up-keep" by which others organized business, the copy he set made little impression in his domain except on the tympan of his presses. The message he transmitted to others, and which he could have absorbed, went in one ear and out the other. He failed to "follow copy."

All around him other business developed apace. It went so fast there grew a need for a service he had failed to provide, namely, intelligent advertising. Certain gentlemen whose noses were not quite so near the case, who could see beyond the top row of cap and small cap bins, prepared themselves by dabbling briefly in the broad field of psychology, then hung out shingles proclaiming themselves "experts," "specialists," "consultants," "counselors," and what not of the new art, which is concerned with letting the whole world know.

Meanwhile the printer continued all too zealously to mind his p's and q's — and nothing else. Fortunately, advertising even in its crude beginnings was vastly successful and one of its by products was patronage for him — a sort of denatured profit trade. Through it he was able to keep his type working and his presses run-

ning, and by doing odd jobs on the side and soliciting neighborhood washings for his wife, he managed to eke out an existence. But all he got was skimmed milk. The advertising experts took the cream. And other folk quit calling him "Mr. Printer." They were too busy paying tribute to the new psychologist fellow.

Then some one in the profession (purely by accident, it *must* have been) became infected with the idea of "costs," "upkeep," "overhead," "risks," "profits," to which the printer had been exposed so long. One can imagine the first victim contracted the malady as compositors get lead poisoning — constant contact saturated his veins with its germs. And after the first shock the experience proved wholesome, as the victory over typhoid fever sometimes leaves the human system in condition for more robust health.

The epidemic opened his eyes to the fact that he had been allowing the world to kid him along. It prompted such revolutionary reform that he actually installed cost systems and after that hiked up prices a few notches. Doubtless, if he continues far enough along this line the world will come around again to the point of calling him "Mister." The introspection in which he indulged while flat on his back under the attack of "costs" and "profits" may have awakened the realization that he himself was responsible for the crop of psychologist experts, typographical counselors and broker parasites that were feeding luxuriously on the carcass of his formerly flourishing profession; also that he should do something about it.

Anyway, in his period of convalescence he is found making more or less effort to offer a complete printing service—complete from developing sales ideas, through the various steps of determining size, form, and contents of an advertising campaign, writing its text, providing its illustrations, laying out the material for type arrangement, printing, binding, delivering to the prospect through the mails—all this in his own establishment, and getting paid for it handsomely! Wherefore his pulse must be trending again toward normal. Having eaten his mess of pottage he dislikes the after taste and is going back to reclaim his birthright.

There are many names for this innovation of the printer's. Some call it the "service department," some have simply an "idea man," others may even take a cue from the psychologist interlopers and call it the "advertising branch," but there is little in a name—the foundation idea is all that counts. Perhaps the editorial and plan department of William Green, Inc., New York city, is representative of the idea in general.

This department, now about three years old, is the creative branch of a large, long established general printing business. It is concerned foremost with the origin, development and execution of sales and promotion ideas, termed direct intensive advertising, which the plant works out in finished form with ink and paper. To be a profitable adjunct of a printing plant such a department must gather its sustenance from a source other than the ordinary profits of printing.

This it does. It takes the share formerly yielded to the advertising agent or outside "expert" for origi-

nating ideas for the customer or whipping the latter's suggestions into shape for the printer. Hence there are two profits, one absorbed by the department itself, the other accruing to the manufacturing end. And because of the high grade craftsmanship demanded and the clientele served, the latter is of a very desirable kind, in fact preferable. Price haggling is eliminated. People who seek creative work are willing and able to pay for it. It is class or quality patronage, pure and simple.

By the very nature of his business the printer should have been the one to originate direct by mail advertising, consisting of circulars, books, pamphlets, envelope enclosures, blotters, and in fact every conceivable kind of printed matter. Essentially this material is and should be entirely a printer's product. Display advertising in newspapers and periodicals, and the free reading matter known as publicity, have firmly established their value and have a distinct place. Their production is properly limited to the advertising agency.

But direct by mail advertising also has a field just as distinct and fully as result producing. It should not have originated in the advertising agency, if for no other reason than that the two separate profits necessitated—one for the printer, one for the disassociated agency—are a needless expense. Sometimes mailing pieces may only supplement periodical or newspaper advertising, but in an increasing number of instances an entire campaign can be carried on more economically and effectually with no other material than an interesting, informative, well written booklet, with its accompanying self addressed return mailing card as a convenient method of obtaining inquiries from the prospect.

The hard headed business man, having used periodical advertising successfully, may question this statement. Many do, but it is necessary only to point out that if periodical advertising with its unavoidable percentage of waste circulation, its struggle for attention against hundreds of other advertised products, is in any measure effective, direct mailing pieces that go under a postage stamp in an individual enclosure straight to the person to be reached, that compete with no counter attractions for his attention, and that at first impression win his approval by sheer interest and attractiveness, must be of far greater value.

It goes without saying that the printer for the sake of obtaining a job of work can not risk producing as a direct mailing piece any old idea that strikes the customer or his friends as good. For if it proves otherwise the printer, not the customer, will bear the blame. Therefore, where direct by mail matter is recommended for a specific task, the printer should be permitted to satisfy himself of the soundness of the sales idea, approve the method in which it is set forth, and be allowed to work it out typographically, according to his best judgment.

To do this competently he must have an organization capable of analyzing sales difficulties and of devising means to overcome them. An understanding of the mechanics of printing merely to make certain the customer's money will be used economically in buying

printed matter is not enough. Merchandising in all its aspects must also be understood to assure profitable returns from every expenditure. The man or organization attached to a printing plant competent to advise customers on their sales problems must be skilled in market surveys, in the selection, identification and location of the potential buyer, in the writing and illustration of copy which will do what the patron's salesman in personal contact with his prospect is supposed to do, that is, make him wish to buy. For, after all, direct by mail advertising is only salesmanship reduced to print. But it has a distinct advantage over the human salesman in that it can penetrate doors of private homes and offices that are closed to him and can carry the facts regarding any product or service to known potential buyers in hundreds or thousands of cases at a fraction of the cost and an infinitesimal part of the time required for personal visits.

The proof of the pudding in advertising is definite, tangible results. Perhaps the experience of a certain Baltimore firm will stir the imagination of the skeptical to the possibilities of direct by mail merchandising. This concern, employing no salesman, having no agencies or branches anywhere and using no other advertising than that sent through the mails to the buyer, did a business of \$35,000,000 last year in widely varied types of goods at a gross selling cost of 1 $\frac{3}{8}$ per cent.

Now, the printer wishing to cultivate this field will want to know first how to start. The cardinal principle is to practice what he preaches, take his own medicine, or begin at home, by putting into the hands of the firms he would win as customers examples of his own printed literature that will sell his services and goods to them as he expects to sell their goods or services to others. For that purpose nothing is more appropriate than a well written, cleverly planned, attractively printed booklet telling the story of this department.

This method of promotion is used exclusively by the editorial and plan department of William Green, Inc., at a cost which might startle the average printer; but returns in new business from every mailing piece issued have more than equaled each expenditure within thirty days after distribution. The pieces have ranged in cost from five cents a copy to fifty cents — the latter being the most recent one entitled "The Pony Express"; size 7 $\frac{1}{4}$ by 10 inches, twenty pages and white fly leaves; inside in black, brown and red; cover stock end leaves; outside covers blue stock, first cover printed with design in Persian orange, black and gray. It includes process plates in four colors of an original oil painting done especially for this job. The book tells the story of the picturesque pony express service of half a century ago, and draws a comparison between the aid it gave business in its day and that available to business now by the combination of a staff of sales and advertising specialists with a producing printery, as exemplified in the editorial and plan department of the concern which produced the piece.

The book is distributed entirely through the mails, addressed to the individual with whom the printer expects to have future dealings, and is made so imposing in appearance that it will pass mail clerks, secretaries and the like, and reach the man for whom it is intended. Unless he has an utter disregard for well printed matter and stories interestingly told he will read every word it contains, including a concise and businesslike explanation of how the printer can help him develop new territory or expand within the territory to which he may choose to limit his efforts. The chances are very good that he will be convinced, or at least have his wholesome curiosity aroused to the point of filling in the return card, enclosed with the book, asking that the printer's representative call.

This request is the entering wedge. A representative of the department makes the visit immediately if the point is within convenient distance; if not, he follows up the lead by correspondence. His duty is to obtain a complete understanding of the nature of the prospect's business and the problem he expects printed matter to solve for him. This report, brought back to the department, is the basis on which is worked out a campaign to fit the prospect's needs. Frequently when such campaigns are outlined in tentative form instructions are given to proceed with preparation of the copy, illustrations, layout, etc. Sometimes a fairly complete dummy and a few paragraphs of the text are required to enable Mr. Customer to visualize the plan. Then only does cost to him begin. If he rejects the plan he is charged a nominal amount to cover the cost of actual work done. If he proceeds, as is most often the case, charges for the preliminary work are included in the final cost.

Returns from the mailing pieces of the printer mentioned average about five per cent in new customers, and frequently one new account brought in will more than offset the total cost of the piece. It remains to be seen just how elaborate the mailing pieces can be made and still prove profitable advertising. In time, of course, a point of diminishing returns may be reached.

The variety of experience resulting from undertakings in the direct by mail field makes the work highly interesting from the professional point of view. In one instance a plan was produced for a concern almost "over the dead body" of its advertising manager. He was on the point of weeping at having the firm's money spent for such an insignificant booklet — in this case, of vest pocket size, designed for a special class appeal. But the producers have seen their claims for the booklet justified many times over by receiving three reprint orders that have run the edition from the original 5,000 to 100,000; and the once despised piece is still pulling business, in fact the firm recently bragged about it in a printing trade publication.

The direct by mail field is just beginning to be tapped by producers of advertising. Mr. Printer, c'mon in, the water's fine!

PROPAGANDA FOR PURE ENGLISH

BY F. HORACE TEALL



NUMBER of eminent British writers and linguistic educators founded in 1913 the Society for Pure English. The society's activity was quiescent during the war, but was reanimated some time ago, and is now in vigorous process. It evidently intends to make a strong and persistent effort to establish and preserve English purity. It desires American members, and announces that application should be made to the honorary secretary, L. Pearsall Smith, No. 11 St. Leonard's Terrace, London. Among the founders and early members are the poet Robert Bridges, the philologist Henry Bradley, the Oxford professor of English literature Sir Walter Raleigh, Arthur J. Balfour, Austin Dobson, Thomas Hardy, J. W. Mackail, Gilbert Murray, Mrs. Humphrey Ward, Mrs. Edith Wharton, and others of high scholarly reputation.

I mention these few names by way of assurance that this new movement is not ephemeral or weak, but is a strenuous endeavor by real master minds toward propagation of worth while popular knowledge. As a general proposition their aim is beyond a doubt highly commendable, and it is more than probable that much good will result. This probability rests mainly on the fact that the propagandists are drastically opposed to pedantry and dogmatism, though of course their work must include much that will savor of purism to many persons.

One kind of purism which we may be sure will not appear in the work of this society is the formerly common objection to word uses as impure simply because the words are used in other than the original sense. A striking example of such process in making our common speech is found in the title of an article by Brander Matthews, "A Campaign for Pure English." A campaign was originally a field, then a series of military operations. Then very naturally a political season of rivalry was called a campaign, and for many years critics condemned this use, even as late as 1883 a book supposed to be liberal saying it was indefensible, and the first dictionary record of it in the political sense appearing in 1890 in Webster's International Dictionary, being there stigmatized as "Cant, U. S." The utter futility of objection to such useful extension of meaning is strongly declared in "Words and Their Ways," by Greenough and Kittredge, who say: "English is full of happy misapplications of words. They should serve as warnings to the puristic pedant, and may perhaps encourage aspiring neologists. One caution, however, must in conscience be added. The only safe course is to be sure that the misapplication is so happy that the rest of the world will adopt it. Then,

despite the purists, you have enriched the English language. Otherwise — well, you have not." Of course, they are misapplications only until adopted. Dean Swift in 1710 decried in the *Tatler* what he called the "continual corruption of the English tongue," censuring the use of the words ambassador, bamboozle, banter, battalion, bubble, bully, communication, circumvallation, mob, operations, preliminaries, speculations, sham, and others whose use he could not prevent.

Professor Matthews says: "There is a peril to the proper development of the language in offensive affectations, in persistent pedantry, and in other results of that comprehensive ignorance of the history of English which we find plentifully revealed in many of our grammars, wherein we find rules of no validity — rules either borrowed from other tongues or evolved from the inner consciousness of schoolmasters. . . . Many of the makers of text books and many of the teachers of grammar are ignorant, pedantic, and tyrannical. It is high time that men who love the language, who can use it deftly and forcibly, and who are acquainted with the principles and the processes of its growth should raise the standard of independence. The task before us is to 'educate our masters' — more particularly to educate our schoolmasters."

Evidently the great desideratum is historical knowledge and its true application. Most of our grammarians — we may say all of the most noted ones — are scholars in the history of English, but they construe various phases of that history with personal differences, not infrequently to the extent that the same historical fact leads to direct opposites in positive teachings. Ordinary teachers must accept history as presented by chosen authorities, so far as they may be expected to know history at all, which at present very few of them do. The inevitable result is wide variance in the teaching. Education of our schoolmasters is certainly needed, but the most desirable first step is the selection and wide adoption of some historical authority as the best and truest, after which we might demand sufficient scholarship in history by applicants for teachership. But who is to determine the requisite qualification? Here is a large field of operation suggested for the society.

Many people, among them not a few of our schoolmasters, think that importation of foreign words threatens corruption of our language, and some are much exercised over such supposed impurity. Professor Matthews says that purity is menaced by common use of foreign words only when they are not assimilated, when they are allowed to retain their foreign pronunciations, their foreign accents, and their foreign plurals, and that the Society for Pure English strongly objects to mere imbedding of alien words in English speech. He quotes a passage to this effect from a tract issued

by the society, which concludes with the assertion, "The mere printing of such [French] words in italics is an active force toward degeneration." Professor Matthews unqualifiedly assents, and tells us that when writing in English we had better write all we say in English, specifying instances of contrary usage as inflicting "painful and aggrieved surprise" and annoyance. He decries the use of *curricula*, *media*, *fora*, and *stadia*, and would have every one speak of *curriculum*, *medium*, *forum*, and *stadium*, and presumably would have us Anglicize all such words. He declares himself in favor of conservatory and repertory rather than conservatoire and repertoire as if he thought the English forms not yet established, although the first has long been common and the other is nearly as common already.

All this is cited here not to dissent from the principle advocated, but because of conviction that some amendment is needed. As now described, the movement seems directly aimed in opposition to its own strongest plea — that for historical authority. Details evidently need closer study. With history as the basis, nothing could be further from truth than the assertion

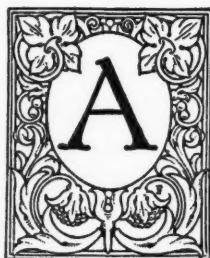
that printing foreign words in italics endangers the purity of English. That practice is a resort in favor of purity, having for its object the showing that the words are not English. But it is overdone. Many Latin words are so common in English that their origin is seldom thought of, even when their Latin plurals are used. *Data*, for instance, is such a plural for which it hardly seems possible that anybody would want to substitute *datums*.

Present British practice italicizes many words that American has long ceased to mark as foreign, and preserves foreign pronunciation much more than we do in America. Anglicizing in all cases is simply impossible. We might readily adduce many words that can not fully comply with the demand for complete assimilation; a few are *boudoir*, *boulevard*, *bouquet*, *chassis*, *chauffeur*, *debris*, *debut*, *depot*, *garage*, *massage*, all French, but all in familiar English use with French pronunciation.

The Society for Pure English seems to be too puristic in its first efforts. Let us hope that its later action will rectify this and become what it well may be, a movement of undoubtable value.

SYSTEMS*

BY R. T. PORTE



AFTER a lengthy and very heated argument, accompanied by the handing over of a check by the bookkeeper, Jim Baldwin made a peculiar motion with the upper part of his mouth, raised his nose slightly, supposedly to represent disdain, then parted company with the foreman of the Progress Printing Company.

Once more he walked the streets of Chiapolis a free man. Two days later a sign reading "Baldwin the Printer" appeared in a store window, replacing one which had been there for some time, "Space in the Rear for Rent." In the back room Jim installed an 8 by 12 job press, a paper cutter, a stone, two racks of type, and some other items which seemed to be made out of old boxes. The press looked much the worse for wear, the paper cutter might have been taken for something to cut cheese with, and the racks were bespattered with ink that must have taken years to accumulate.

Where it was possible to get hold of such an assortment of junk is hard to explain, but in every city there seem to be one or two odd assortments of such material, "inherited" in some mysterious way by one man after another, and used by them when starting up in the printing business.

The "printing office" Jim had acquired was one of that kind. The last proprietor had left hurriedly, and some paper house or supply house, or hotel man, or

somebody, had taken it for a \$50 debt. Jim had secured it by paying \$10 down and promising to pay the balance "some time," a practice that, thanks to modern methods of business, is fast dying out.

When George Wroughton died every printer in Chiapolis mourned, and practically every proprietor of a printing office in town attended the funeral. George was one of those lovable men who always stand for the right thing in business. He was one of the first men in Chiapolis to put a cost system in a printing plant, and from that time on he strove to instill into the minds of his brother printers the necessity of knowing their costs. He was not like some blatant cusses who conceive of something and are forever talking about it. No, George did not make himself a bore. He perhaps did more by example than could be done by loud mouth talking. Yet when a convention was held or some one was needed to talk on "Costs" George could always be relied upon, and because he practiced what he preached his word was accepted.

So George was mourned by the printers of Chiapolis, and then they suddenly thought of what might happen should some one not like George take over the Wroughton Printing Company. A man like George was needed, is needed, in fact, not only in Chiapolis, but in every town or city where there are printing concerns. For a week or two the printers, when they really gave thought to the matter, worried over who might be put in charge of George's business, as it was well known that the widow could not carry it on, there were only a few stockholders besides the widow, and there were no children to assume control.

*NOTE.—This is the third of a series of twelve stories of the Printers of Chiapolis. Copyright, 1921, by R. T. Porte.

The matter came to a conclusion when at the next meeting of the Graphic Arts Association a man presented himself, shook hands with the president, and sat down to eat. After the usual preliminaries, the president said he was glad to announce that they had with them the new manager of the Wroughton Printing Company, that he was formerly an accountant in a large plant in another city, a cost expert of renown, that the printers were glad to have such a man become a member of the printing fraternity of Chiapolis, and Mr. Brewster would, he hoped, make a few remarks for the benefit of the other members.

Mr. Brewster proceeded to do so, going into costs from the front to the back, and sideways and endways and up and down, until the boys thought he would never finish. Most of it was old stuff, and as a result they got to winking among themselves. Finally Mr. Brewster sat down, amid much handclapping, which seemed to please him.

After kicking his job press for a couple of weeks Jim Baldwin decided he must have an electric motor and made this addition to his business. Not having time to bother with books, Jim took a job, wrote on it the number of copies wanted, bought the stock for cash, printed it, and collected the money. When rent time came, he dug down into his pocket, and the same was done with every bill he paid. If, at the end of a week Jim found himself with \$10 in his pocket, he decided he had had a mighty good week, as he had paid all his bills, including personal ones, and still had money left. No bank was honored with his account, because Jim probably never thought of it. He had too much to do to run down and make deposits and write checks. Dealing in cash was much handier.

Jim prospered. He worked hard, spent his money with care, and finally paid off the original \$50. Then he got a little ambitious and decided to enlarge, so he bought a 10 by 15 jobber, a new one, with electric motor, fountain, and some other things. He had saved enough money to pay a third down, and promptly started in to meet his monthly instalments.

He had started to do a strictly cash business, but with the doubling of his plant he now had to extend some credit, which made it necessary to print some bill-heads and stationery for himself. He sent bills with the jobs, and on a page in a little book, if he did not forget about it, he wrote the names of the customers and the jobs, with prices. When the customer settled the account, he wrote in large letters the word "paid" over the items, and that ended the transaction. He hired a boy and a girl to help him, and worked harder than ever himself.

Mr. Brewster at once proceeded to put an entirely new cost system in the Wroughton Printing Company. Ingenious machines were installed by which a man could have his time card printed with the "time begun" and later go back and have "time finished" also printed. The machine was situated in the center of the plant, and the workmen trod many miles daily to have the machines put on the exact amount of time used, deposit the tickets in a box, etc.

In the bookkeeping department a survey was made and an entirely new set of books installed. Every job printed was compared with every similar job, costs of both were written down in a book and carefully tabulated. Four new girls were added to the clerical force to keep track of the various tabulations compiled, and an assistant bookkeeper was added to compile each month the various items for comparison. Two private account books with many columns were daily brought into play, and Mr. Brewster very energetically figured over many items, made comparisons, then called conferences with heads of departments while he read columns of figures as to production and costs and even had a lot of charts with lines on them much like the lines of competing railroad tracks on a map. They went up and down, red lines crossed blue lines, and some tried to jump off the paper altogether.

Every day it took from one to three hours for these various conferences with "heads of departments," while in the meantime men loafed because the foreman was not there, and jobs were not delivered as there was no one to see that they were out on time, when the "heads of departments" were at a conference. Meantime, more charts, more tabulations, more statistics, and more, more, more, all the time. The filing system was torn asunder, and a new method installed, making it possible to get a letter whenever the girl got through guessing under just which of the three thousand cards she had filed it before. Yet the matter was very simple, if one followed what Mr. Brewster said. But let us go back and see how Jim is progressing.

Jim Baldwin was having his troubles. He swore by everything good and holy that he had remitted for the instalment due the month before, but as he had no receipt and the company claimed he had not paid, there was nothing to do but pay again, as Jim declared. Doing a credit business, money got a little slow. He grew a little careless about his rent, and got into the habit of paying at the end of the month instead of in advance. Finally the landlord proved to Jim that the rent for two months was due and he had either to pay for the two months or get out. Jim dug up the money, swearing by all that was eternal that the landlord was a crook.

A "good customer" failed to pay his bill, and Jim spent a couple of days looking for him — about \$100 was lost. He discovered that he had failed to collect for several jobs from a customer, but when he went to collect the bill the customer swore he had a "receipt in full" and would not pay, and in addition he quit buying from Jim.

The boy and the girl demanded wage increases, and got them. Some time previously Jim had succeeded in convincing the paper house that he was entitled to some credit, and was given it. He had paid promptly, but as these troubles began he commenced to slip, and finally he was ninety days behind. Then he had the paper house after him, and instead of being a care free printer, lines of worry commenced to appear. One day the paper house demanded its money by the next day or it would attach the shop.

A few evenings later Mrs. Wroughton was very much surprised when she answered the door bell to find there three men, whom she recognized as foreman of the composing room, foreman of the pressroom, and Paul Andrews, who held the position of estimator and salesman — men who had worked for Mr. Wroughton for years. A long conference was held, the men talking as though it hurt, and Mrs. Wroughton expressing surprise. It was past midnight before the conference broke up.

In the meantime Mr. Brewster was at work in his office on a book entitled "A Year's Analysis of a Printing Business," with many pages of figures and a countless number of tables and diagrams before him.

Why will women always demand something when a man is worried? Jim's wife wanted a new hat, and didn't care about his troubles. She had not had one since he had gone into the printing business, and when

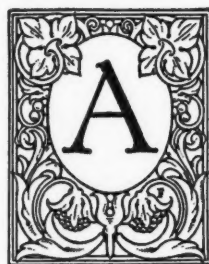
he had worked at the case she used to get two a year. She was tired of the cry of saving up to pay off the debt on the plant. She wanted a hat, and wanted it at once. They were lots better off when Jim had a good job as there was then no worry about "paying off the plant."

Mrs. Wroughton and Mr. Brewster had a long conference. The bookkeeper was called in, as well as the assistant bookkeeper, and all the charts and tabulations were shown. Then the bookkeeper went out, returning with a check, which Mrs. Wroughton handed to Mr. Brewster, who put on his hat and left. Paul Andrews was then called over and something was said to him which caused him to blush and stammer and say he would do his best. He then sat down at Mr. Brewster's desk.

The sign "Baldwin the Printer" disappeared and in a short time Mrs. Baldwin appeared with a new hat. Just make your own moral to this.

MAKING A SMALL TOWN BUSINESS PAY

BY WILL H. MAYES



Every gathering of Texas newspaper workers I have attended for years past, and at numerous other conventions of Texans, I have met a certain live wire newspaper man from a little East Texas town. I knew that his town was hardly large enough to support a one man printing office decently, if conducted as most printing offices are, even though he stayed at home and worked in the office all the while, so I wondered how he got away from home so often and had enough money to spend for such trips. I have solved the mystery. Good fortune recently threw me into his town for an hour between trains, so I hastened to call on this printer who looks so prosperous while so many other printers in small towns look as if "Life were but an empty dream." I found him in his front office dressed up in new clothes. He rather apologetically explained that he did not dress that way all the time when at work, but that he had just returned from a business men's convention in a neighboring city.

"By the way," he stated enthusiastically, as soon as we had exchanged greetings, "I picked up eighty dollars' worth of crop mortgage and other legal blank printing over there yesterday," and he showed me the orders. "All I have to do is to change the names in the forms which I keep standing and run off the jobs. Good money, too. I could have gotten more, I guess, if I hadn't gone off to dinner with some other newspaper boys I met there and stayed too long at the dinner table."

I told him that I had come by to find out how he managed to get to so many public meetings over the State and always looked so prosperous, while so many

others were wearing antebellum clothes. With that suggestion as a starter, and knowing that I had but little time to spend with him, he laid off his Sunday coat and began to show me his shop. He first introduced me to a young woman in an adjoining room, and told me that she was his office assistant, bookkeeper and collector. "I couldn't get along without her," he said. "She looks after the details and keeps things straight around here." The young woman was writing an insurance policy, and I found that my friend was doing about all the fire insurance business in the town, that it took very little of his time and produced a snug little income that just about paid the salary of his clerk.

"Here is my subscription cabinet showing expiration of all subscriptions. I now get \$1.50 a year in advance, but paper has gone up so high that I am going to raise the subscription to \$2 right away. Two weeks in advance of expirations I notify subscribers when their time will be up and that the paper will be stopped unless subscription is renewed promptly. If they do not pay before then I send another notice on the date of expiration, giving two weeks of grace. Of course, my collector takes bills to my subscribers in town, but they have to pay in advance, too. All of my out of town subscribers are on rural routes, most of them within twelve or fifteen miles of town, and about once a year I get in my flivver and go over the routes to check them up and solicit any new people who may have moved in. I find it pays. In this way I keep in touch with my readers, and it does me good to get out in the country. Besides I get many good newspaper stories that way. I know practically every subscriber by name, and I try to know their families and enough about their affairs to show a personal interest in them when I meet them."

"How about your advertising?" I asked.

"By golly, I am almost ashamed to show you," he replied. "It almost looks wrong to take the money." He turned to a journal in which his bookkeeper kept a table showing the proportion of advertising to reading matter and the exact advertising receipts for each week. I found that the advertising averaged about seventy per cent of the newspaper space and that the average rate was twenty cents an inch — a pretty fair price for a circulation of less than a thousand. "I have convinced these business men that the paper covers the territory they want to reach and that they can't talk to the people of this community in any other way. There have been times when I have had to talk some of them into taking a smaller space than they wanted, telling them frankly that it wouldn't pay me to increase the number of pages and that the advertising wouldn't be worth much unless there was some reading matter along with it."

"Here are some of my printing side lines," and he turned to a cabinet containing samples of blank forms. "When job printing begins to get a little slack I advertise in some farm papers that I will print and send post paid so many farm letterheads and envelopes at a certain price, and will send samples to inquirers. I send a sample letterhead and envelope, and a circular showing the farm cuts I carry in stock, and state that on receipt of the price I will send so much stationery and put on it whichever cut is selected. When a farmer writes for samples he is pretty sure to give an order, and by keying my advertising I am able to tell exactly which advertising pays. Then, once a year I send a crop mortgage blank to banks all over the cotton growing district, quote prices and solicit the business. By using a standard form, this business is almost a pickup. I have also compiled a list of East Texas farmers who can fruit and vegetables on their farms, and I solicit their label printing. I buy colored labels of stock designs in large quantities from label specialty houses and merely print in the canner's name, name of his farm, and his address. This is a distinct improvement over a cheap label or no label at all.

"I could add more lines and do more business, I suppose, but I haven't room in this building for more machinery." He then took me into the composing and press room, where I found a linotype operator, a printer and two pressmen busy at their respective places. "I manage to keep these two job presses busy all the time, except when one of the pressmen is feeding the cylinder press, and they often work overtime. I am using that

linotype machine, which is the latest model, to set most of my jobs and advertising, as well as the reading matter of the paper."

He then took me to the back door, and showed me a warehouse where he kept his news and job stock, explaining that he bought everything in large quantities and took advantage of the cash discounts.

Apparently he had but one worry, and that was that his snug little printing office was not large enough to allow him to increase his business. It was with a great deal of pride that he pointed out his home, one of the best in the town. He urged me to spend the night with him, and, as an extra inducement, said we would go fishing next day. On the way to the train he took me by some grocery stores to show me how those home printed labels looked on the cans of home made syrup and home canned fruits and vegetables offered for sale to the home people by the home merchant.

"Stop in here a minute, I want you to meet my banker," he invited, as we were passing a prosperous looking bank. After exchanging a few words, and as we were leaving, the banker called to him, "George, don't forget the directors' meeting tomorrow." Noticing my look of surprise, my newspaper friend carelessly said, "Oh, I own a few thousand dollars' worth of stock in that bank that I have made in the printing business, and the stockholders, who are mostly my subscribers, elected me a director."

As I stepped on the train he waved to me and called, "I will meet you at the State Press Association convention in Houston." As I looked out the window I saw him shaking hands heartily with a townsman who had just gotten off the train. He was wearing the characteristic smile of the prosperous, satisfied business man.

Optimistic hustlers like that always succeed in the printing game even though they do seem to be buried in some little town. In less than fifteen minutes spent with him on the street of the village, I found that my friend was the "leading citizen" of the place. Men of that type refuse to be buried; that is why I always meet him at press conventions. He is constantly gathering new ideas to put into practical use, and his frequent contact with people outside of his town keeps him abreast of the times and makes him a leader among men.

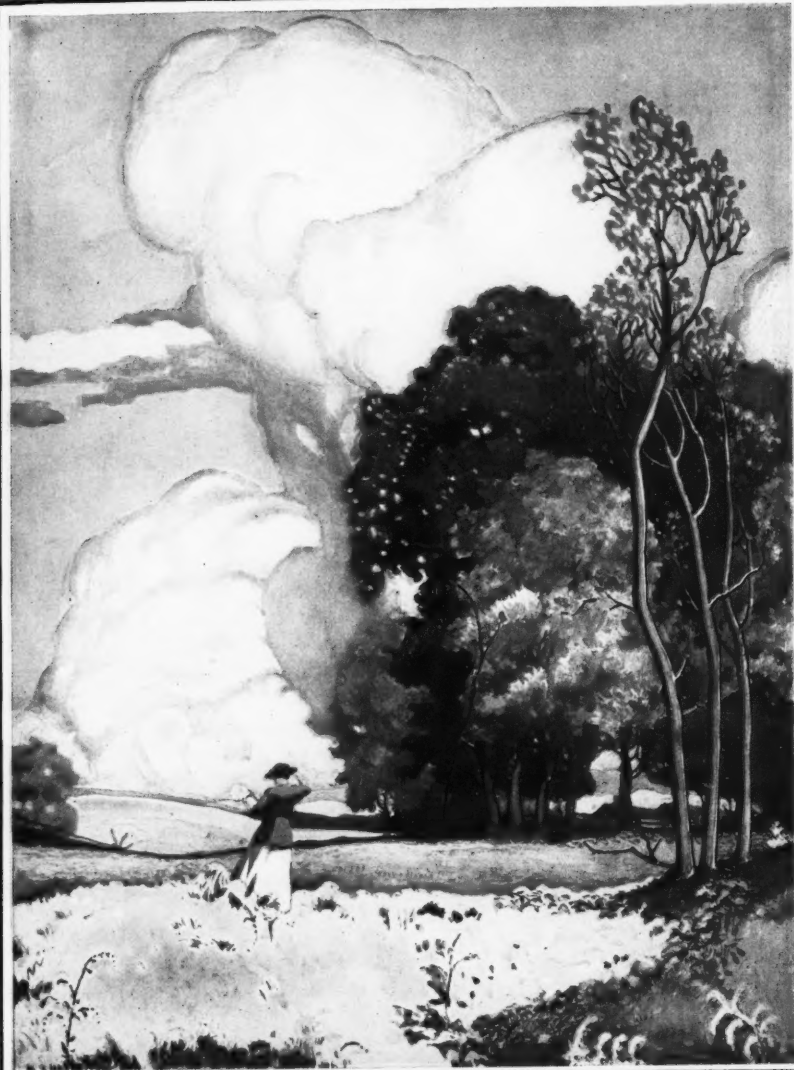
The next time I see him I am going to ask him why he doesn't move to some city where he would have larger opportunities. I am anxious to know just what his answer will be.

YOUR business may grow while you are asleep
—but it will grow faster while you are awake.

MACGREGOR-CUTLER PRINTING CO.

The AL-COR

SEPTEMBER-1920



COVER DESIGN FOR HOUSE-ORGAN OF A PAPER HOUSE

An artistic method of handling a cover design for the house-organ of the Alling and Cory Company, Rochester, Buffalo and Pittsburgh. Plates and design by the Robert Rawsthorne Engraving Company, Pittsburgh, and printed by the MacGregor-Cutler Printing Company, also of Pittsburgh.



OUR compliments are extended to the Washington State Press Association for the exhaustive catechism which it is distributing among its members under the title, "Can Newspaper Rates in Washington be Reduced?" The questions have been prepared by the field secretary in coöperation with the School of Journalism of the State University, and are intended to give the publisher facts and defensive arguments for combating demands of merchants for reduced advertising rates. The principal argument running through the entire catechism is summed up in the closing words: "Remember, newspaper men, you can not represent your community until you are prosperous. And remember, you can not be prosperous unless you are making more money than it costs to operate your business. For the first time in your lives you are making a little money. Don't give it up, men. You are entitled to every cent you are getting, and maybe more before the present readjustment reaches the strongest single industry any community possesses—the newspaper." This is "good stuff" for newspaper publishers in other sections to study over.

DURING the past few months several instances of what appears to be an extremely short sighted policy on the part of some employers have been brought to our attention. Letters have been received from good typographers who have commented on the criticisms and reviews appearing each month under the Specimens department, and have stated that they would like to submit specimens were it not for the objections raised by those for whom they work. It seems that in each case the employers have been opposed to having their compositors submit examples of their work as they did not want them to receive personal credit therefor, evidently desiring to have all the credit retained by the firm, and also considering it as "stealing" when a compositor took one or two specimens of the finished work for the purpose of submitting them for comparison with the work of other typographers. Were it not for the fact that in each instance those writing us are known to be high grade workmen, we would hesitate to offer comment. Why such an attitude should be taken by any employer is more than we can understand. Any credit given to, or any complimentary remarks offered on, the work of a compositor should naturally prove beneficial to the firm by which he is employed, and it would seem that it should be to the interest of a firm to encourage its workmen to submit examples for the criticism and comment of those in a position to judge. Instances have been brought to our attention where some progressive firms have placed emphasis in their advertising upon the fact that their typographers have been praised by this journal for producing artistic work, and a wise and

wide awake employer will take advantage of an opportunity of this nature. It seems, though, that some of us still insist on living in the twentieth century but refuse to give up seventeenth century ideas and notions. The additional expense of running ten or twelve extra copies on a job is so slight that any firm should be more than anxious to allow its typographers to have one or two copies to submit for criticism and review, and thus encourage them to still further improvement in their work.

What of the Outlook for the Future?

At the February meeting of the Printers' Supplymen's Club of Chicago the question of the future outlook was up for discussion. One of the salesmen had been gathering figures on the advertising appropriations of some of the large firms. He called attention to the fact that about twelve of the largest manufacturing houses from which figures were obtainable showed an increase in advertising appropriations for 1921, ranging from twenty to forty-five per cent over those for 1920. This looks as if there will be some printing done this year.

E. L. Wilson, efficiency engineer for the Regan Printing House, in response to a request for his views on the situation replied, in substance, as follows:

"You ask, what of the present conditions of the printing industry and of the outlook for the near future? Naturally, compared with a year ago, the present volume of business shows a considerable shrinkage, yet most of the larger shops are operating near capacity. The character of the printed matter has changed to meet more fully the requirements of the merchant who must clear his shelves of goods that, for obvious reasons, can not be catalogued in a regular issue. We are now printing special catalogues, fliers, broadsides, and other forms of advertising calculated to bring quick returns, and under these conditions we must expect that contracts for regular catalogue issues will be delayed, but I see no reason for anxiety.

"One of the many things the business world has learned in the past two years is the power of advertising to effect quick turnover of capital, and you will find every successful business enlarging the appropriation for advertising, not only for this year but for succeeding years, and the printer must benefit.

"Most of the pessimistic talk is circulated by the printer who can not forget the windfall of the past two years and now lags a little in the harness when it is up to him to get out and hustle.

"Some of you men who are selling supplies to printers probably feel the same way. You can not forget those rosy days when you could sit in your office with your feet

on the desk and sell more things over the phone than your factory could possibly produce running three eight hour shifts.

"But I want to assure you these are the golden days of your opportunity. The printer has learned that the *cost* of the hour is not so important as what can be *produced* in that hour, and those of you who are selling equipment that will increase production or save labor, will, for the next few years, find some mighty easy prospects among the progressive printers."

Mr. Wilson's statement that "The printer has learned that the *cost* of the hour is not so important as what can be *produced* in that hour," is indeed true. Progressive printers realize that costs can not be reduced materially for some time to come, and they are devoting their attention to ways and means for securing greater production per hour, which is a wise policy.

Incidentally, and of the utmost importance, workers must awake to the fact that it is incumbent on them to do all in their power to reduce the amount of time necessary for producing any given piece of work. Wages have been greatly increased during the past few years, and any suggestion for a reduction immediately meets with strenuous objection. The consumer will not continue to pay the bills at present rates. If workers insist on maintaining present wage standards they must do their part in helping to reduce the final cost of the finished product by putting forth efforts to increase the unit of production per hour.

In Behalf of the Apprentice

In an address before a recent meeting of the New York Club of Printing House Craftsmen, John C. Morrison, first vice-president of the Wynkoop Hallenbeck Crawford Company, touched upon a subject of vital importance, and one which should receive the consideration of every foreman, superintendent and employer in the printing industry. We quote from Mr. Morrison's remarks:

There is no question as to the responsibility each and every man assumes toward the apprentice when he is elevated to the position of foreman or superintendent. The reason so many boys fail to develop into good mechanics is not wholly the fault of the boys, but rather the fault of the foreman or superintendent who permitted the boy to start in the branch he did, or perhaps the lad should never have been permitted to enter any branch of the industry. While I was foreman of a large composing room some years ago, the father of a lad visited me to ask how his boy was getting on and what the prospects were of the youngster making a printer. He told me of the boy's good qualities and how interested were he and his wife about the lad's future. I told him I would let him know later about the boy. 'Tis not easy to tell a fond parent that the child is not qualified to do almost anything, because parents usually think their children can be educated for most any walk in life; but later I sent for the father and frankly told him that the boy would do better at some other kind of employment. He acted on my advice. Some years later I knew I had done the right thing because I saw this same lad in a blue uniform, working on one of our municipal ferryboats.

At present the task of picking the right apprentice is harder than it was some years ago; today, compulsory education turns out a different class of boys, the kind that want to be sure the business they start in is the right kind, so we have to sell the printing business to the prospective apprentice. In some of the large printing centers the employers issued descriptive advertising in which the great possibilities in this business were

described, thus interesting the right kind of material. No matter what kind of instruction we plan, the whole thing will fail if we do not start with the right kind of a boy, so the first part of the job is to select the right boy and know him when we find him. This may be done by advertising, visiting the public schools, making the acquaintance of those who are in responsible positions in educational institutions who have the direction or advising of young boys in their hands. It is quite necessary that the one selecting apprentices should get acquainted with the parents and home life of the prospect. At present most all boys going to work have had at least an opportunity for a common school education; this is an advantage over the condition that prevailed ten years ago, for then many boys were unable to get this opportunity, which is a very necessary requisite, and if the boy can be found who has had the opportunity for education beyond the common school, so much the better.

We all know this is the day of specialists and the old time all around mechanic is hardly possible today, but it has been suggested to me that we should try for as inclusive an education as possible, which might be helped greatly by establishing an exchange system between the different offices, thus giving the apprentice an opportunity to work, say, for six months in a rotary room, then transfer to a high class jobbing house, and so on until he has covered all classes of shops before he is qualified as a journeyman compositor or pressman.

Let me say that I believe this body of men have a grave responsibility in this matter; it is not some new responsibility but a very old one. There is no doubt but that superintendents and foremen are the people whom the apprentice will some day blame for a wrong beginning, and you are also the men to whom the employer is looking for the proper handling of this very important part of his business.

The Cost of Doing Without

It certainly is an expensive proposition to keep a printing plant up to the minute mechanically; but the cost of letting it get behind in the competitive race for efficiency of machinery against mere labor is still greater. The printer who uses old methods and obsolete machinery and endeavors by makeshift to keep up with his wiser competitors who are properly equipped for the work they are handling is sure to have a very hard row to hoe.

It costs more to slip sheet jobs on a two roller press than it does to pay the higher maintenance cost of a four roller machine, and besides the savings of the latter will soon pay for the machine. It may seem like economy to buy the two roller press at a thousand dollars less, but in the end, more money will be spent in trying to equal the work of the better machine, or more lost in the lower prices that must be taken for lower grade work before the press is even half worn out.

It costs money to install the best modern typesetting machinery, and to buy accessories for making type for hand composition, but the cost of doing without them and buying and distributing type will be far in excess of any supposed saving in first cost.

It costs real money, and lots of it, not only once but every day, to do without the best modern equipment in a printing plant — large or small — and printers are finding this out. This applies to any business but more especially to printing, where the cost of running a modern up to date composing and press room is fully twenty per cent less than that of the plant with the machinery and material of twenty or even ten years ago.— *Bernard Daniels.*



CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words will be subject to revision.

Help Desired for the Superannuated Printers in Vienna

To the Editor:

VIENNA, AUSTRIA.

In the year 1875 the foundation was laid for a superannuation fund by members of the union of factors of printing and typefoundry offices in Vienna, with the intention to secure a continuous aid for old members and those unfit for work, and their survivors. Before that time every care for employees was wanting, and getting old was a terrible thing. By means of the regular contributions of the members, increased help on the part of master printers and benefactors of graphic circles, it was possible to accomplish the intention during many years. But the terrible war, and especially its dreadful results, have made the condition of our old pensioners unbearable. The decreased value of our money has reduced the support to almost nothing and it is not sufficient today to buy daily bread. Besides this, the poor persons are excluded from any support by the Government. They are condemned to starve. We, who are in great straits ourselves, can not help efficiently. We can come only to the hard resolution to beg for our old and disabled colleagues.

Please address contributions and letters to Wilhelm Taeubert, V, Margaretenstrasse No. 105, Vienna, Austria.

Be assured of the heartfelt gratitude for any aid American printers may tender us.

EDMUND MAYER,

Chairman of the Committee of the Superannuation Fund of the Factors of Printing and Typefoundry Offices in Vienna.

A Liberal Education for Students of Journalism

To the Editor:

DETROIT, MICH.

Permit me to express my appreciation of the forceful and instructive article in your January number on Aldus by Henry Lewis Bullen. Without exception, this is by far the most comprehensive history of early printing in condensed form ever written; I suggest that it be amplified with a few added illustrations, set in ten point and published in book form as a text book for the schools of journalism in all the schools and colleges in this country.

Equally as valuable is the story of F. Horace Teall; surely every desk worker in the entire journalistic world will appreciate the accomplishments of this gifted coworker upon whose slightest omission the recording angel never sheds a tear.

Mr. Teall should prepare a companion work on proofreading, copiously illustrated with paragraphs — even pages — of corrected proofs, showing all the various blue pencil marks which the competent proofreader must know. The work should also be replete with incidents of the oftentimes almost tragic consequences that result from the omission of a single letter from an important word in a news story, particularly the name of a person, thing or place.

The third subject in this field should be headlines. Never in the history of the daily press were headlines so carelessly

written and so meaningless in their import as they are today. It was the rule in the office of Charles A. Dana that headlines must tell the main points; the story that followed merely comprised the details.

This dominant feature prevailed in all daily newspaper offices until about ten years ago, when typesetting machines began to be swept by tons and carloads into all the leading newspaper offices of the country, thereby reducing the field of the editorial writer to a pen point.

A book on headlines with examples taken from the newspapers of the country, from the time of Bryant and the *New York Evening Post* until the present day, would be an extremely valuable asset in the curriculum of the schools of journalism.

In truth the three works, Aldus, Proofreading and Headlines, would be a liberal education to any student who wished to enter journalism as a profession.

E. CORA DE PUY.

Circulation Exceeds That of "Bureau County Republican"

To the Editor:

WALTON, NEW YORK.

If Mr. H. U. Bailey had made a careful examination of any standard newspaper directory he would hardly have made the claim that the *Bureau County Republican* "exceeds by nearly 1,400 the circulation of any other secular weekly newspaper in the United States," for he would have found that the *Walton Reporter* has a circulation which is over 1,000 in excess of his claim.

Ayer's Newspaper Directory for 1920 gives the circulation of the *Reporter* as 7,772. Since that issue the subscription price has been increased to \$1.50 a year without affecting the circulation then enjoyed.

For many years the *Reporter* has made the claim of the "largest circulation of any country weekly in New York State," and possibly a careful examination would disclose that the claim might be made to cover the United States. The *Reporter* is strictly a country weekly, Walton being a village of 3,600 in Delaware county which has a population of 42,000.

JOHN P. WHITE.

Letters We Appreciate

To the Editor:

TRINIDAD, COLORADO.

I am a former subscriber to *THE INLAND PRINTER*, and indirectly am still one, as the firm that I now work for, the Robinson-Wright Printing Company, has been getting your journal for several years. As soon as he finishes reading it, Mr. Wright very religiously brings *THE PRINTER* back to the composing room for the boys to look over, and I generally take it home to read over thoroughly all the fine things it contains. But if I am ever situated so that I can not get it regularly, believe me, I'll subscribe for your worthy magazine.

ERNEST W. JACOBS.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES

BY OUR SPECIAL CORRESPONDENT

GREAT BRITAIN

ACCORDING to rumors, certain London daily newspaper owners are considering arrangements by which their journals can be carried by airplanes and delivered for sale in Paris by 8 o'clock every morning.

The Publishers' Circular states that 11,004 books were published in the United Kingdom in 1920. This is an increase of 2,383 over the output in 1919, and brings British publishing, so far as the number of items is concerned, almost back to the prewar level.

A COMMITTEE of employers and trade union representatives has been appointed to consider the present "slump" in the paper trade. The falling off in orders and the introduction of German made paper on the British market is giving the paper-making people considerable worry.

THE ENGLISH TYPOGRAPHIC FEDERATION comprises eighteen different affiliations, with about 100,000 members, of whom the printers have the largest part—30,000. The London Society of Compositors has 14,000 members. The smallest affiliated society is that of the journalists, which has 4,000 adherents.

ACCORDING to the *Daily Mail*, a London paper factory propounds a queer question to the scientists. It appears that when a run of a certain shade of blue paper is being made, swallows, which happen to have access to the building, will land on the run of the paper and get carried between the rolls and be crushed, thus spoiling the paper. The swallows never land on a paper of another color or shade, but have a number of times shown their propensity to meet death when the one color and shade is under way. Why this should be is what scientists are asked to solve.

NEW ZEALAND

At the last annual meeting of the Otago Typographical Union mention was made of the visit to New Zealand of Charles Francis, who started work in Dunedin over fifty years ago as a pressroom apprentice and who is now the head of one of New York city's large printing concerns, the Charles Francis Press. Mr. Francis was expected to give an illustrated lecture on printing upon his arrival at Dunedin early this year. Our readers will remember that Mr. Francis was appointed a special representative of the United States Department of Labor to inquire into labor matters in many countries, his itinerary including Japan, Korea, Manchuria, the Philippines, China, Australia, Tasmania, New Zealand, Chili, Argentina, South Africa, France, Switzerland and Great Britain.

OLD readers of THE INLAND PRINTER will remember one of our former favorite contributors, R. Coupland Harding, of Wellington (who for a few years published the unique and classy *Typo*), and will be interested to learn that his widow has presented to the Turnbull Library, of Wellington, a box of old Mission Press type, left to him by his friend, Rev. W. Colenso, together with Mr. Colenso's composing stick and three blocks used for illustrations. The type is part of the outfit of the old missionary printing office, which arrived at the Paihia Mission Station on December 30, 1834. The secretaries of the Mission House in London had sent the material for the office, but not having consulted a practical man, not even the printer elect, many necessary articles were omitted, including cases and composing stick. Mr. Colenso had the cases made locally and used a stick which he had brought with him two years before. This is the stick that was given to the library, and it is thick with rust, having lain in an outbuilding at Napier for a good many years before Mr. Harding received it. The type was used to print many of the first government proclamations by Captain Hobson, the first governor.

GERMANY

THE journal of the poster interests, *Das Plakat*, recently inaugurated a contest, with 10,000 marks in prizes, for the best posters. The last day of entry was February 21.

ONE large press manufacturing concern now announces a series of cylinders with beds to accord with the new system of paper sizes agreed upon last year by a commission of trade representatives. The press bed sizes are 50 by 70, 60 by 84, 70 by 100, 84 by 120 and 100 by 140 centimeters.

A NEW printing surface production method is spoken of in Germany. It is named the Manul process, in which a specially prepared (sensitized) glass plate is laid over the page or matter to be copied, and then placed under the action of light. The developed negative then serves for the transference of the matter to a zinc or aluminum plate, from which the printing is done as in lithography.

At a recent exhibition in Stuttgart of work produced by the English prisoners of war in their internment camps there were shown, in addition to many excellent specimens of printing, two hand presses constructed of wood and held together by iron bands, which aroused wonder that the craftsmen were able to produce such good work by the aid of primitive machines. There were on view also two composing sticks which the prisoners made.

FRANCE

ACCORDING to late statistics, there are published in France 6,417 journals and magazines, of which 2,258 are issued at Paris. Of those devoted to special topics, medicine has the highest number, 206; finance comes next, with 195.

ST. JOHN THE BAPTIST is recognized in Teutonic countries as the patron saint of printers, who are given to celebrating June 24 as his church calendar day. But in France another St. John (Saint-Jean Porte-Latine) is taken as printerdom's patron saint, because he was plunged, by the order of Emperor Domitian, before the Porta Latina in Rome, into a kettle of boiling oil (boiled oil or varnish being an ingredient of printing ink). This saint's martyrdom took place May 6, A. D. 95.

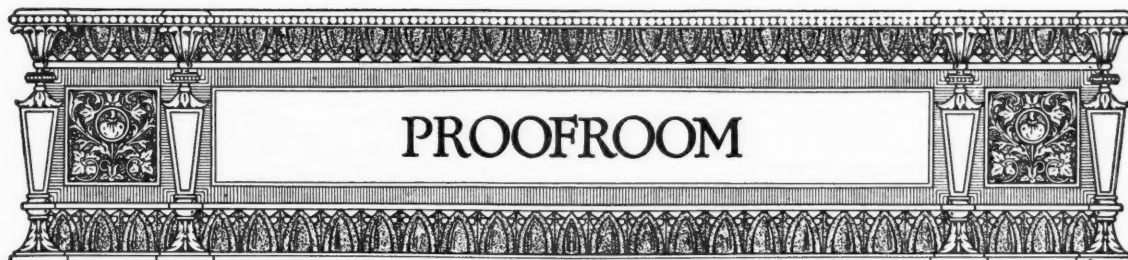
The Academie recommends the elision of the apostrophe in words like *grand'mere*, *grand'messe*, *grand'rue*, which should now be spelled *grandmere*, *grandmesse*, *grandrue*, etc. This shows that the French, as well as the Germans, Spaniards, Letts and Russians are inclined toward efforts to better their spellings. Many Englishmen and Americans, however, get into hysterics when proposals are made to improve English spelling. Hence, even THE INLAND PRINTER does not dare to use such long proposed spellings as catalog, prolog, etiquette, program, tho and thru. With us spelling reform seems to have stopped with Noah Webster.

AFRICA

PAPYRUS, which grows in great abundance near Elizabethville, in the Belgian Congo, principally along the lower Luabala, near the Lakes of Kabuli, Sjemba, Kisali and Neaga, is to be exploited by a large company, which has been granted a concession. It is planned to establish near the river a large plant, costing 2,500,000 francs, which will have an initial output of 20,000 tons of pulp. The papyrus of the Congo is shown by analysis to contain 37.8 per cent of cellulose. After research and experiments a process was discovered for bleaching the plants, a process which had been vainly sought for fifty years.

HUNGARY

THERE is a great shortage of paper in this country, and newspapers are necessarily much reduced in size. The bulk of the paper mills of the former Austro-Hungarian empire are now located in Czecho-Slovakia and Austria, and it may be expected that these countries will supply Hungarian requirements as soon as industry and commerce can be reestablished.



BY F. HORACE TEALL

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Capitals Disputed

C. G. E., Passaic, New Jersey, writes: "In printing a Methodist Church calendar we capitalized District Superintendent, referring by his title to a particular denominational officer, and also the word Pastor, where three different parties were mentioned, and an official member claims we made a mistake. Were we right or wrong?"

Answer.—The class of work in question is of a kind not subject to ordinary rules beyond the assent of the customer. Safest practice in such cases is to follow copy unless the customer can be consulted, in which case any doubtful point might well be submitted to him before printing. Such a matter as the use of capitals is treated differently by different persons, some preferring to use them in places like those of the question submitted, others choosing the other way. No one can prove that either way is wrong, though one who pays for printing can maintain his right to have a job printed the way he wishes it. Therefore it is better to reproduce what is written without change, unless the customer consents to the change before it is made.

Mr. and Mrs.

E. S., Venango, Nebraska, writes: "One of our correspondents makes quaint usage of the abbreviations Mr. and Mrs., always writing them in reverse order, Mrs. and Mr. Is there any rule that governs the use of those abbreviations or any reason why the courtesy of 'ladies first' shouldn't be extended to writing as well as to the theater and other matters?"

Answer.—The conventional order of these abbreviations is practically universal as Mr. and Mrs., which fact is the basis, even if unconsciously, of our correspondent's recognition of the reverse order as "quaint." No rule other than common agreement is known by me for such usage, but the unwritten law that has settled on placing the man first in such mention seems to be established permanently. I know of no other reason worth consideration why the so called "courtesy" should be extended, and I do not believe that either women or men desire any such change. Meantime any one who desires to indulge in such "quaintness" of expression is perfectly immune from faultfinding by me, and I see no reason why any one else should find fault.

Errors Not Excused by Copy

I do not like to write much about errors, but occasionally I find myself wondering if, after all, it may not be true that frequent notice of errors may not be the best way to teach their avoidance. That it was so was the prominent doctrine of many old-time verbal critics, whose work has lost its vogue, thus tending to disprove the theory. Of following copy I have always had much to say in support, and it is undoubtedly best in general for the proofreader to follow copy. But when copy is plainly wrong, and clearly so by accident, the proofreader should make the needed correction. He should be sure that

he is correcting properly, and should be just as sure to query when there is doubt. My reading of a novel for entertainment revealed instances of error that should be impossible. I shall mention only two plainly wrong words and one often-repeated typographical error. It was said that something "gradually and interceptibly changed," and that somebody's "eyes were vivacious and perspicuous." Of course it meant imperceptibly and perspicacious, and every proofreader should perceive the error in such a case at once and correct it. Maybe copy was wrong, but in this copy should *not* be followed. The typographical error was the omission of quotation marks in dialogue. It is an error of frequent recurrence in such print, and it is one that proofreaders should seldom or never pass.

As One Reader Sees Others

J. D. S., Boston, writes: "Proofreaders have to contend with mechanical and industrial obstacles and still put out a vast amount of excellent daily work in a most depressive and deadening environment. When one stops to think, however, are there not types of humanity that burden us poor correctors even more? I know one most erratic compositor (a veritable dragon-fly in guise and movement), who if he 'liked not the complexion' of his proof would rush in to see the first reader and demand the removal of certain marks. Failing, he would go to the final reader (not directly, but after a time), and even then bother the life out of the head of the department, who would 'ring' the marks to keep peace.

"And do we not all know the extra-smart woman reader, generally a fiend of a Yankee in spectacles, a human phonograph, who could keep the whole department in an uproar half a day? I remember an incident told of this type, one who was reading proof of a Bible and supplying running headings, a specimen of which, occurring in the most moving portion of the Book of Job, read 'Job waits for his change.' She demurred at alteration, too, but was finally persuaded to make it, 'Job awaiteth his change.'

"Then there is the 'seven-language' man — with equal facility in them all. I bow low before this being (have met three), because I never have been able to boast of proficiency in one, yet. And I should not consider a smattering of words, elements, roots, ought to entitle one to say he 'knows' anything. But verily some know it all. One individual in particular knew 'ein, zwei,' etc., what 'aber' and 'nicht' meant, and also 'seidel' — but outside of the bibulous line I found he did not 'partake.' Another really did know some French, but he passed a line of James Russell Lowell's that even children in school quote, leaving it —

'What is so sure as a day in June?'

I've always believed this a put-up job by the operator, as this was in New England, where June days are anything but 'sure.'

"The famous head reader is not a stranger to us, either. He has all the credit that is coming to him — everything that is discovered, he found *that*. You find your modest query contemptuously erased, and a strong blue pencil mark rushes over

it like a billow. Later he is at the foreman's platform with a long story about these worthless fellows: 'Look at the amount of work I have to do on review of these page proofs!' All the thunderbolts of Jove, yet all 'stolen thunder.' He is truly of the old-fashioned type — everything done with a loud shout and a flourish.

"Have you ever met the little lady in gray, who sidles about, looks over your shoulder, thinks you have stolen a book she ought to have had the final reading of, yet she is glad you have 'such a lovely piece of work'? Look out for her — she's venomous! — the true female of the species. Because, she will borrow those sheets to take home with her — and burn 'the midnight' reading them 'for blood,' and never communicate with you about any oversight — oh, no! She has bigger game. The only way to get her is to do the same with a book of hers.

"Lastly is our dearest friend the foreman. He perchance belongs to the same lodge as the superintendent, and they haven't much use for a proofreader, except as a necessary evil. He will give you a work in your particular line of technicalities, and it is A. B. C. to you — but after you have borne the burden and the heat of the day, he will transfer that pet job to some young, inexperienced fellow who gets the credit of having put a clean, white, thorough piece of work through the press. It's robbery, but the law doesn't touch it.

"There is a prototype for each of the sketches above recorded. I wonder if any originals will look over the album? — perhaps I should say 'album.'"

Answer.—I have had this a long time, and have thought I should not print it, but some reasons now seem to make it worth while. Its writer, I am sure, meant me to publish it or not, as I thought best. It has remained until now mainly because it seemed too much like mere faultfinding. We all know that none of us is free from liability to censure, but we know also that it is much more comfortable not to have our minor faults magnified. My friend will not expect any answer to his letter, except that every one knows that some proofreaders do all these wrong things, but many of them do not, and we hope that most of them will not. The proofreader's task is a nervous and irritating one, and we shall certainly succeed better by attending strictly to our own business and not adding to our troubles by watching others.

A Matter for Personal Decision

J. D., Seattle, Washington, sends this puzzle: "Wages cutting is unfair," 'The fallacy of wages increases.' These expressions are from the *New Republic*. Are they wrong? Why not 'wage cutting' and 'wage increases'? The latter are certainly more euphonious."

Answer.—This calls attention to a kind of expression not specially considered in grammars or other language books, and not likely to be universally settled as to calling either form right or wrong. For my own personal choice they are both wrong; but my personal understanding of what is right in principle is commonly rejected, probably because it involves a little more care and thought than people like to be burdened with. I am firmly convinced that in my own writing, and in any print that I pay for or control, these will appear, if at all, as wage-cutting and wage-increases, with a hyphen in each, notwithstanding the prevalent separation. All such terms are really compounds, and in making such compounds the regular use of the singular form of the first element has been established for centuries. Wage instead of wages in such use is not only more euphonious, but is in keeping with the best practice not only of our time, but of all time. But the best practice is not the only practice, and in fact many people, among them some who know as much as any one does, use such words in such relations as the plural, as wages cutting. Some people use hyphens in such cases and many more do not. I have no

doubt that the *New Republic* writer wrote just what was printed, and I am equally certain that in reading the proof I should have left it as written. It is hardly conceivable that any proofreader would hesitate to follow copy in such matters.

A SKETCH BIOGRAPHY OF WILLIAM CAXTON, ENGLAND'S FIRST PRINTER

BY HENRY LEWIS BULLEN



WILLIAM CAXTON was fifty years of age when he learned to print. He is supposed to have been born in 1421; his first printed book was issued about 1473. When a youth he was apprenticed to a mercer, *i. e.*, a merchant in fabrics, principally woollen. In due time, about 1446, he became a freeman of the Mercer's Company, the richest and most influential guild in London. In 1450 he was in the importing mercery business in Bruges in the Netherlands, retaining his membership in the guild, journeying in 1453 to London to be admitted as a liveryman or master mercer. As a merchant in the Netherlands he was required to conform to the rule of the Governor of the Merchant Adventurers, a body representing all the English guilds engaged in business in the Netherlands. In 1462 Caxton became acting governor and shortly afterward he was appointed "Governor of the English Nation beyond the Sea," of the Merchant Adventurers. As governor he resided in a great house known as "The English Nation" in Bruges, which was as inviolable as the residence of an ambassador. As governor he enforced the rules of the guilds upon his countrymen, negotiated with the rulers of the country for privileges and represented his countrymen in all trade matters. Various documents are extant which prove that Caxton as a mercer was more than ordinarily influential and prosperous.

The Netherlands were, in Caxton's time, ruled by the Duke of Burgundy, who was wedded to the Princess Margaret of England. She became a widow in 1467. Two years later Caxton entered the employ of the Duchess, probably as an adviser in business affairs. Freed from the exacting duties of governor of guildsmen trading abroad, his new occupation gave him leisure to indulge in literary work. From this time onward we may follow Caxton's career in the autobiographical statements found in the prefaces and epilogues of the books which he translated and printed. He was already well known to the rulers of Burgundy and of England.

Caxton thanked his parents for giving him a good education. In his time a knowledge of Latin was the first essential of a good education. The English language was not then a language of scholars, but uncouth as Caxton's writings may appear to us to be, they were in no wise inferior to those of any of his contemporary countrymen. He also had a very good knowledge of the French and Flemish languages. Caxton was a thorough business man, with a love of entertaining literature, long a resident in a country which, next to Italy, was then giving the most encouragement to literature and art, and in which large guilds of craftsmen were manufacturing many books with their pens and brushes. All this, doubtless, was stimulating to Caxton, whose native land was poorly furnished with books and had no bookmaking crafts. In the archives of the beautiful city of Bruges may still be seen the records of "The Guild of St. John the Evangelist," which acquired a charter in 1454, the members of which were of both sexes, booksellers, printsellers, painters, scribes, illuminators, block printers, bookbinders, curriers, parchment makers, embossers of metals, and letter and figure engravers. Colard Mansion was one of the most artistic bookwriters and illuminators in this guild, and was first among his fellow guildsmen in Bruges to practice the new art of typography, lately invented

by Johann Gutenberg in Mainz. He taught Caxton how to print and made Caxton's earlier types. Neither Mansion nor Caxton dated their earlier books, but historians agree that the first books of each were issued about the same time. It is probable that they worked together in establishing the first printing house in Bruges; Mansion, the superior craftsman, being assisted by the funds of Caxton, his well to do pupil. Caxton, in the prologue to his first book, "The Recuyell of the Histories of Troy, . . . translated and drawn out of frenshe in to englishe by Willyam Caxton mercer of ye cyte of London," tells us how he entered the field of authorship. He first reminds his readers that idleness is the mother of vices, hence he

hauynge no grete charge of ocupacion, . . . toke a frenche boke and rede therin many strange and meruayllous historyes, where in I had grete pleasyr and delyte, as well for the nouelte of the same as for the fayr langage of frenshe, whyche was in prose so well and compendiously sette and wreton, whiche me thought I vnderstood the sentence and substance of euery mater. And for so moche of this booke was newe and late maad and drawn in to frenshe, and neuer had seen hit in oure english tongue, I thought in my self hit should be a good besynes [business] to translate hyt it to oure englissh, to thende [the end] that hyt myght be had as well in the royaume of Englonde as in other landes, and also for to passe therwyth the tyme, and thus concluded in my self to begynne this sayd work. And forthwith toke penne and ynke and began boldly to renne forth as blynde bayard in thys presente werke, whyche is named the recuyell [Collection] of the troian historyes. And afterward, whan I remembryd myself of my sympleness and unperfightnes [simpleness and imperfectness] that I had in bothe langages, that is, to wete [to wit], in frenshe & in englishe; for in france was I never, and was born & lerned myn englissh in kente, in the weeld, where I doubtte not is spoken as brode and rude englissh as in any place of englonde, and have contynued by the space of xxx yere for the most parte in the contres of Brabant, flandres, holand and zeland; and thus, when all thysse thynges cam to fore me, aftr that y had made and wretyn a fyve or six quayres, y fyll in dispayr of thys werke and purposid nomore to haue contynuyd therin, and tho[se] quayres leyd a part, and in two yere aftr laboured nomore in thys werke. And was fully in wyll to haue lefte hyt, tyll on a tyme hyt fortunated that the right hyghe excellent and right vertuous prynces, my ryght redoughted lady, my lady of france, my souerayn lord, Duchesse of Bougoine . . . sente for me to speke wyth her good grace of dyuerce maters, among ye whyche y lete her hyenes [highness] haue knowleche of ye forsayd begynnynge of thys werke, which [who] anone comanded me to shewe the sayd v. or vi. quayres to her sayd grace, and whan she had seen hem, anone she fonde a defaute in myn englissh, which she comanded me to amende, and more ouer comanded me straitly to contynue and make an ende of the resydue than not translated, whose dredefull comandement y durste no no wyse disobey, because y am a seruant unto her sayd grace and resseiuue [receive] of her yerely ffee and other many goode and grete benefetes. . . .

He then proceeds to tell how he finished the work, and ends by praying "alle them that shall rede this sayd werke to correct hyt & to hold me excusid of the rude & symple translation." In the epilogue of Book III of his "Historyes of Troyes," Caxton tells us how he was led to think about the advantages of the new art of printing. He planned to make a few copies of his translation in handwriting for the use of his friends, but —

for as moche as in the wrytyng of the same, my penne is worn, myn hande wery & not stedfast, myn eyen dimed with ouermuche loking on the whit paper, and my corage not so prone and redy to labour as hit hath ben, and that age crepeth on me dayly and febleth all the bodye, and also be cause I haue promysid to dyuerce gentilmen and to my frendes to addresse to hem as hastily as I myghte this sayd book: Therefore I haue practysed & lerned at my grete charge and dispense to ordeyne this said book in prynte, after the maner & forme as ye may here see, and is not wreton with penne and ynke, as other bokes ben, to thende that euery man may have them. . . .

Thus Caxton gained the glory of having printed the first book in the English language, some time between 1472 and 1474, in the city of Bruges, under the eye of his teacher, Colard Mansion, artist and printer. Glad are we that in all simplicity and modesty this man of business has told us the story, not suspecting that though "age crepeth on" him "dayly and febleth all the bodye" he was in the act of enrolling himself among the immortals and was about to confer on his own country a greater blessing than had come to it aforetime or has happened to it since.

Finding his first book well received, Caxton, with the aid of Colard Mansion, and probably in Mansion's printing house,



Caxton's Printer Mark, the significance of which is not now understood (see text). This is a reduction. The actual size is 4¼ by 5½ inches.

brought out in Bruges in 1475 "The Game and Play of the Chesse," translated by him from the French. It is an allegory of the duties of life and of governments.

In 1476 Caxton brought his press and types to England, establishing himself in Westminster in a house belonging to and within the precincts of the abbacy of Westminster. All statements and pictures representing Caxton to have printed in Westminster Cathedral have no basis of fact, notwithstanding that a few of Caxton's colophons read: "Enprinted by me William Caxton in the abbey of westminstre in london," or with words of similar import.

In 1477 the first book was printed in England, thus described in the epilogue: "Here endeth the book named the dictes and sayengis of the philosophers enprynted by me willeam caxton at westminstre the yere of our lord M.CCCC. Lxxvii. Whiche book is late translated out of Frenshe into englyssh by the Noble and puissant lord Antone Erle of Ryuyers [Rivers]." The Earl of Rivers was an influential statesman and an intimate of our printer Caxton, who collaborated in the translation and added a chapter of his own, "towching wymmen." Caxton continued to print until his death, issuing ninety-two works, twenty-one of which were in Latin, the others in English, most of the latter translated from French or Latin by himself. The books in Latin were for religious uses and merely reproductions of books which theretofore had been supplied in manuscript form, but those in English were new to Caxton's countrymen and that they were read and reread and

passed from one eager reader to another is proved by their present scarcity — they were literally worn out by the readers.

We need not go far into the details of Caxton's varied, enterprising and useful career, for these are available in a life of Caxton, written by William Blades, master printer, of London, which has the distinction of being (from the viewpoint of a printer) the best biography of a printer ever written. Blades, in his analysis of the types, paper, inks and methods used by Caxton, as well as his various activities, gives us unassailable facts in place of the too numerous surmises and errors of previous biographers, and in doing this he — a practical printer and the active and eminently successful head of one of the larger printing houses of London — established the new science of bibliography. In his books on Caxton, Blades has given us an authoritative picture of the methods of the earlier printers and of their predecessors, the men and women who made books with pens instead of types. If you would know what pleasure and honor and profit the first printer in our language found in his work, possess thyself of the books which William Blades wrote and himself printed about Caxton. First there is "The Life and Typography of William Caxton, England's First Printer, with Evidence of his Typographical Connection with Colard Mansion, the printer at Bruges, compiled from original sources by William Blades." London: Vol. I, 1861; Vol. II, 1863; pp. xv, 298; lix, 310; with 65 plates, facsimiles, etc.; large quarto. Not the least interesting part of this work are the reprints of Caxton's prologues, epilogues, and additions to the books which he either translated from foreign sources or reproduced from English manuscript books. Ever modest, ever assiduous to do his work thoroughly, Caxton's writings disclose the lovable qualities of the man. In 1877, in which year the four hundredth anniversary of the introduction of printing into England was celebrated, a popular edition of Blades' work was issued, a small octavo: "The Biography and Typography of William Caxton, England's First Printer;" pp. xi, 387, illus. A second edition of this work was issued in 1882. The smaller work of 1877 and 1882, while not so complete as the larger work of 1861-3, contains new matter and is largely rewritten. Printers should have the 1861-3 and 1882 issues, and the pleasure they will afford will be increased if they read the short biography of Blades by Talbot Baines Reed, typefounder, which is prefatory to Blades' short history of printing, "The Pentateuch of Printing, with a Chapter on Judges, with a Memoir of the Author and a List of His Works." Chicago: A. C. McClurg & Co., 1891; small quarto, illus., pp. xxv, 117, printed by the author's sons and successors.

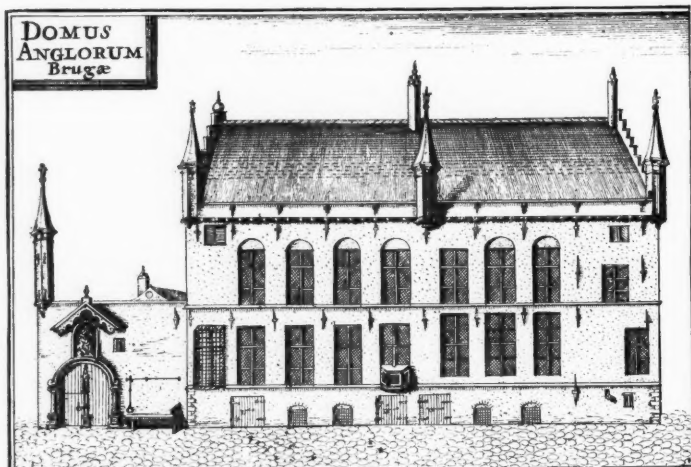
Caxton was born, as we have said, about 1421, in the Weald or woody country of Kent. He was apprenticed to the principal mercer in London, Robert Large, master of the oldest and wealthiest guild in England, also sheriff and Lord Mayor of London. Caxton lived with Large, who left him a sum of money by will at his death, which occurred before the expiration of Caxton's apprenticeship. We have told of his going to the Netherlands and of what happened there. On returning to England he probably retained his status in the Mercer's company. Two of his books were dedicated to brother mercers. He became a burgess of Westminster and a communicant of St. Margaret's Church, which is still standing near the great cathedral. He was honorary auditor of accounts of his church from 1478 to 1484. Two years after Caxton settled in Westminster, one William Caxton was buried in St. Margaret's churchyard. This man is supposed to be our printer's father. In 1490 one Maude Caxton was buried in the same

place. She is supposed to have been Caxton's wife. The only proof that Caxton was a married man is found in a document in the Exchequer, recording a deed of separation between Gerard Croppe, merchant tailor, and Elizabeth, daughter of William Caxton. Caxton was buried in the churchyard of St. Margaret, which has since been built over. His death is recorded in 1491 in the parish register, and in the book of accounts the following funeral charges are noted:

Item atte Bureyng of William Caxton for iiij torches, vjs viiij.

Item for the belle atte same bureyng, vjd.

There is also a contemporary entry: "Of your charitee pray for the soul of mayster Wylliam Caxton, that in hys time was



House in Bruges, belonging to the Merchant Adventurers, and known as "The English Nation," in which Caxton resided for many years while Governor of the Merchant Adventurers in the Netherlands.

a man of moche ornate and moche renommed wysdome and connyng, and decessed ful crystenly the year of our Lord M.CCCC. Lxxxvj.

Moder of Merci shyld him fro thorribul fynd,
And bryng hym to lyff eternal that neuyr hath ynd."

The document relating to the marital troubles of Caxton's daughter, by which it was first ascertained that Caxton was a married man, was not discovered until 1877. This document also confirms the fact that Caxton made a will. The will is missing, but Caxton's son in law claimed certain moneys and property mentioned in Caxton's will. Part of the property thus claimed are "twenty printed legends," valued at 13s. 4d. each, or more than \$1000 in our currency for the lot. It also appears in the records of St. Margaret's Church that fifteen copies of "The Golden Legend" were "bequothed to the church behove by William Caxton." Entries in succeeding years state to whom copies were sold. Thus we know that a will existed. It is by no means unlikely that the will may yet be uncovered in the archives. What a find that will be! It is by such discoveries, sometimes the result of search, more often by accident, that the authentic biographies of the fifteenth century printers have been pieced together. Such a discovery often discloses the falsity of a surmise which has gained currency as a fact through the carelessness of historians who rely upon invention when the facts are obscure or data lacking. "The Golden Legend" is the lives of the saints, translated by Caxton from French and Latin sources. It is a noble work, and was of great benefit and interest to the good people of England, not then weaned by a reformation from their faith in the saints. In our time William Morris reprinted "The Golden Legend of Master William Caxton" in three small folio volumes of 1286 pages, a typographic masterpiece as well as a worthy memorial of Morris' great predecessor.

The details of Caxton's printer mark, other than the initials "W. C.," are not understood. The device between his initials was used by other London merchants, but what significance it had is now unknown. Neither has any one explained the meaning of the small letters "S" and "C," if indeed these are letters and not intended for ornaments. In Caxton's time many symbols were used which, doubtless, had deep significance—possibly secret meanings—but remain a mystery to the most acute of modern antiquarians. The mark was first used in 1487 and appears in twelve books only. Its use was continued by Caxton's successor, Wynken de Worde.

Caxton avowedly had the purpose of both instructing and entertaining the English people at a time when the scholars of Italy and the Netherlands well might ask, "Who reads an English book?" Caxton, like other earlier printers, preceding the learned printers, was not a classical scholar. He was medieval in thought and ideas. In Caxton's time the only English literature with immortal qualities was found in the works of Chaucer, who died a quarter of a century before Caxton was born. Whatever scholarship existed then in England came from abroad. Chaucer's sojourns in Italy gave him the inspiration to embody in his English tongue what he had learned in his travels; thus most of his works are virtual translations or paraphrases of Latin and Italian works. Chaucer had a new birth of learning in Italy, but it had little effect upon his own countrymen, few of whom ever heard of Chaucer until William Caxton, by means of printing, made him accessible. Caxton, in his "Prohemye" to the "Canterbury Tales," writes:

We ought to gyue a syngular laude vnto that noble and grete philosopher Gefferey Chaucer, the whiche for his ornate wrytyng in our tonge maye wel have the name of a laureate poete. For to fore that he by hys labour enbellyssed, ornated and made fair our englishe in thys Royame was had rude speche & Incongrue, as yet it appiereth by olde bookes, whyche at thys day ought not to haue place ne be compared emong ne to hys aournate wrytynges.

Crude as Caxton's writings seem, his English was in advance of his time. The English language was without rules of grammar or orthography. The English of Chaucer, of a century earlier, required to be "modernized" by Caxton when first set in types. Caxton, in the prologue to his translation of "Eneydos" bemoans the uncertainties of the English tongue:

And whan I had aduysed me in this sayd boke, I delybered, and concluded to translate it into englysshe. And forthwyth toke a penne & ynke and wrote a leef or tweyne, whyche I ouersawe agayn to corecte it. And whan I sawe the fayr and straunge termes therin, I doubted that it sholde not please some gentylmen whiche late blamed me, saying yt in my translacyons I had ouer curyous termes, which coude not be vnderstaunde of comyn peple, and desired me to vse olde and homely terms in my translacyons. And fayne wold I satysfye euery man, and so to doo toke an old boke and redde therin, and certaynly the englysshe was so rude and brood that I coude not wele vnderstande it.

Caxton by practicing in his wise and homely way his new art, acquired at an age when men of means (such as he had gained) usually look forward to leisure, began the standardization of our language, and by first affording the means for the spreading of reading and of knowledge, was the actual precursor of the efflorescence of genius which occurred in the spacious times of Shakespeare. Without printing in English there would have been no Shakespeare. Without the literary influences which made a Shakespeare in the short space of one hundred years, how poor a country in the higher life would England have remained!

Caxton's typography was conservative in the extreme. Colard Mansion's types with which he printed in Bruges were carefully formed on Mansion's pen hand. There exist in public libraries in Paris and London books written and illuminated by Colard Mansion which in the lettering are difficult to distinguish from his first types. Caxton brought to England a type face which was a modification of the Bruges design. This

type face was reproduced in 1877 in a series of sizes by Vincent Figgins, typefounder, and is now made by the American Type Founders Company, as Caxton Black. It is a handsome letter. Caxton used five type designs in succession in England. He never used roman letters. He never used title pages. His first books, like those of Mansion, were set with lines ending irregularly, *i. e.*, unjustified. When he printed in red and black, he inked both colors on the page and printed them at one impression; hence his reds are muddy and overlap the black lines. He used margins of correct proportions and good paper, and, although not beautiful, his books are all of them dignified and command the respect of critical printers. The smallest types he used would fit our 16 point body; the largest about 22 point. His fifth types approximate in the lower case the design now made and sold as 18 point Cloister Black. Several of his books are illustrated with coarse, crude wood cuts. He attempted no ornamentation. In the beginning he printed only one page in a form. His books are all large, either quarto or folio. Needless to say, any copy of a Caxton now procurable, if perfect, will cost a small fortune, while imperfect copies and single pages are sought for at high prices. Rightly so is this, for in them we see the germs of England's preëminence in modern literature; the seed from which proceeded many other books, embodying the genius of many lands, directly inspiring many authors of the century following his first venture in typography, for an author is a creature of the books he has absorbed.

SOMETHING NEW IN COVER DESIGNS

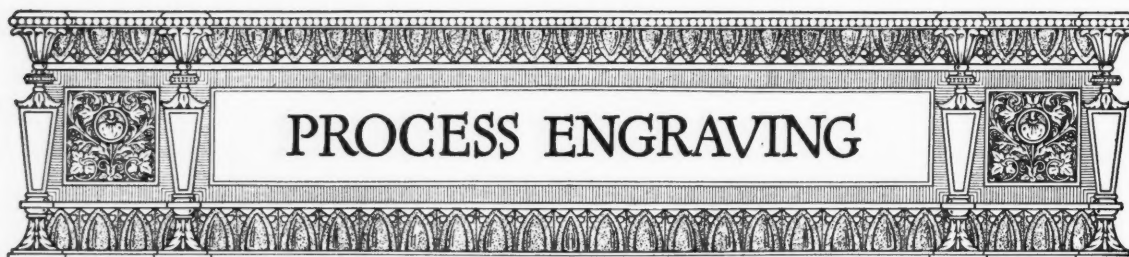
The cover design for the September, 1920, issue of *The Al-Cor*, house-organ of The Alling and Cory Company, paper dealers, deserves special mention and is distinctive because of the process employed in the making of the plates. Credit for the design is due the Robert Rawsthorne Engraving Company, of Pittsburgh, who designed the drawings and made the plates. A short description of the process involved will be of interest to the readers of *THE INLAND PRINTER*.

A drawing in the natural colors and an outlined sketch in pen and ink of the drawing are the first steps in the process. Four photographic copies of this outlined sketch, twice the size of the original, are made and from these the various color plates are prepared. In this method the artist separates the colors, which is accomplished by painting in the four copies of the outlined sketch. One is drawn for each color to be used. On the ability and judgment of the artist in painting in the various tones from white to black in each of the color drawings, depend the similarity and identity of the variations in colors and the densities of the colors themselves in the reproduction. By this method the artist may secure any color or shade that he desires, and is entirely independent of the camera. It is possible to get color combinations that could not be secured by camera separation. The results obtained justify the extra work required to make the separate drawing for each color.

ADDITIONAL CALENDARS RECEIVED

In addition to the list of names from whom calendars have been received, which appeared in our February issue, we acknowledge, with thanks, calendars from the following:

Walcott Brothers Company, New York; Moore-Case-Lyman & Hubbard, Chicago; *The Independent Republican*, Montrose, Pa.; Ira J. Craig, New Brighton, Pa.; W. C. Downey & Co., Springfield, Ohio.; The Matthews-Northrup Works, Buffalo, N. Y.; The B. D. Rising Paper Company, Housatonic, Mass.; The Tokyo Tsukji Type Foundry, Ltd., Tokyo, Japan; Keller Pneumatic Tool Company, Grand Haven, Mich.; The Britton Printing Company, Cleveland, Ohio; The Charles Francis Press, New York; Wynkoop Hallenbeck Crawford Company, New York.



BY S. H. HORGAN

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Photoengraver and Optimist

Benjamin Franklin Jones deserves attention because of his opening an entirely new photoengraving plant in what are not considered auspicious times. The new plant is at 612 Chestnut street, Philadelphia. Mr. Jones learned color plate making with the Beck Engraving Company. Through his taste for the business side of engraving he became general manager of the Standard Engraving Company, of Philadelphia, and later of the Franklin photoengraving house. He gave up business for the military service during the war, and now he returns to the work he loves. His success will be watched with interest.

Redeveloping a Negative Into a Positive

Redeveloping a negative into a positive is frequently done with dry plates, and a correspondent wants to know if this is possible with a wet plate.

Answer.—The glass plate should be strongly albumenized and the collodion heavily iodized. The negative is exposed and developed as usual, then washed well and while in the darkroom laid in a tray with diluted nitric acid. This dissolves the developed image, and the negative must be handled carefully, as the nitric acid also dissolves the albumen substratum, making the film exceedingly tender and liable to wash from the plate. After washing carefully flow the negative with a little bath solution, all these operations being done in the darkroom. Now take the plate out in the daylight and expose for a few seconds, the time not being important, and then develop again with iron. The first negative must not be fixed, this being done only after the positive is developed. The collodion should be a tough one, so that it will not tear after the nitric acid treatment.

Developer Troubles

"Wet Plate," Ottawa, Canada, writes: "After reading your department for many years this is my first time to bother you with my troubles: I am having streaks and unevenness of density in development, which I attribute to changing from denatured grain alcohol, such as is used in collodion making, to a deodorized wood alcohol, which I am asked to use because it is much cheaper than the grain alcohol. Can you tell me whether alcohol would give this trouble?"

Answer.—Wood alcohol in the developer will cause just the trouble you describe. It should not be used in the darkroom for any purpose, no matter how much it is deodorized, owing to the injury it may do to the eyes. There is no economy in using a cheap alcohol in the developer, for the reason that the slight difference in cost is more than offset by the loss of time and money in a single spoiled negative. It should be remembered that the sugar or gelatin as previously recommended in this department can be used in place of alcohol, though they retard the action of the developer more than alcohol does. The object of any of these additions to the developer is to make the latter flow evenly over a wet plate that has been sensitized

in a silver bath containing alcohol. A new silver bath will not call for these additions to the developer. Glucose, gum arabic, molasses and similar substances might take the place of alcohol in the developer. The reason alcohol is preferred is that but little of it is required and the development is retarded least through the use of alcohol.

Bichromate Sensitizing

Professor R. Namias, of Milan, suggests in "Penrose's Annual" a new method of sensitizing with bichromate, when it is desired to keep a gelatin or glue sensitized some time before exposure to light. It is customary to neutralize all bichromate gelatin solutions to increase their sensitiveness, while if we increase the alkalinity of the bichromate solution it increases its keeping qualities but decreases its sensitiveness. Professor Namias has found that plates, papers, or carbon tissue so prepared with gelatin or glue are quite non-sensitive to light and can be resensitized by exposing them to the fumes of acetic acid for half an hour or less. He is also of the opinion that formic or other more volatile acids may bring about resensitization more rapidly.

Troubles With Dragon's Blood

An engraver tells of difficulties he has with dragon's blood, there being a tendency for an excess to accumulate on the edges and ends of the lines during the fusing or burning in stages and raising up or collecting locally in patches, thus exposing portions of the work to the action of the acid. He asks for a remedy.

Answer.—This trouble is due to one of two causes, or both, according to a writer in *Process Work*: To insure good, clean etching it is important to keep the blood brush in perfect condition. Whenever it shows, in the slightest degree, a tendency to become hard or tacky it ought to be properly soaked in wood alcohol and afterward washed out with warm water and soap. Care in brushing the plate evenly with the blood is also a vital matter, to prevent its adhering in local patches while other parts of the design remain practically unprotected, and so liable to undercutting. All line etchers know how variable is the quality of this red resinous powder. It is always good policy to make use of one particular brand of blood when one is found that proves satisfactory. In this way the etcher knows to a nicety how much heat to give the plate during the burning in stages.

Get Ready for the Rush

How valuable is a lull in business, for it gives the process-worker an opportunity to clean up and make the necessary improvements and repairs, also to do some study and experimenting in new methods, in preparation for the rush that is sure to come. A sanitary condition in the darkroom is very important, so that when time permits everything should be removed from the room, the walls and floor scrubbed and the

interior painted. Benches, shelves and floor can be either treated with asphaltum or one of the several waterproof varnishes that are in the market. Nothing should go back into the darkroom that is not actually required there. Then the plate holders, as well as the interior of the cameras, are sure to need cleaning and varnishing. The cameras should be frequently tested for vibration, as it is impossible to make line negatives in a camera that vibrates during exposure. The test for vibration is to place on the camera a bottle of ether, or similar light liquid, and observe by reflected light if the surface of the liquid is agitated. If waves are seen then there is vibration in the camera. Measurements should be taken between the corners of the ground glass and the copy board to see that they are parallel with each other. These are but a few suggestions in the camera room, but the machinery and other departments should also be overhauled in preparation for the prosperous times that indeed are ahead of us.

An Economical Reducing Solution

During the war when potassium, iodine and cyanid became almost prohibitive in price, W. J. Smith, of the Bolt Court School, London, published a formula for a reducing solution that would dispense with the costly cyanid and iodine. W. T. Wilkinson says that this Smith reducer is superior to the iodine cyanid one and will supersede the latter entirely. Besides, it can be made up in stock solutions that will keep perfectly. The formula calls for two solutions as follows:

A.—Copper sulphate.....	1 ounce
Common salt.....	1 ounce
Water	25 ounces

When these salts are dissolved add sufficient liquor ammonia to redissolve the whitish precipitate first formed. The result will be a clear solution, ultramarine in color.

B.—Hypo	5 ounces
Water	25 ounces

To use, mix A and B in equal parts and dilute as may be found desirable. Another advantage this reducer has above the cyanid one is that it is not such a deadly poison, which should be reason enough for its general adoption.

Charles A. Brasseur

Some thirty years ago P. C. Duchochois, a famous photographer of the time, introduced to the writer his nephew, Charles Brasseur, a young man of about twenty-four years, also a photographer. He was studying medicine with the intention of graduating, when Professor Joly arrived in this country. The writer interviewed Joly and later told Brasseur of Joly's invention of recording the colors of an object by photographing through a screen of transparent lines of color similar to those used in three color photography, the positive made from this negative to be viewed through a similar line screen in the complementary colors. Young Brasseur was so infatuated with the possibilities of Joly's invention that he gave up his career as an M. D. to improve upon Joly's method. The result has been a number of patents by Brasseur. Among others who gave him financial assistance was Thomas A. Edison. Brasseur established a research laboratory not far from the home of the writer, and we were always friends, but Brasseur for years was reticent regarding his work, so we never conversed about it. He died suddenly, and his patent lawyers, who were the only ones in whom he confided, say that he had shown them glass plates covered with transparent spots of three colors, two one-thousandths of an inch in diameter, laid down with regularity. This was for moving pictures in colors. He could also use the same invention for making halftone screens with apertures round or hexagonal, of any size, and at the same distance apart. His death was so sudden and he had lived a recluse for so many years that it is feared his most valuable discoveries are buried with him in St. Mary's cemetery at Dover, New Jersey.

"Penrose's Annual, 1921"

This ever welcome year book has arrived. It contains twenty-five articles, thirteen prints from intaglio engraved plates, twenty-six color prints and thirty-one in monotone. It is notable for the absence of anything from the United States. William Gamble, the editor, says of the past year: "There is no striking new departure to record." Progress he finds has been in step and repeat cameras, in rotogravure and in collotype. There are now three or four step and repeat machines in the market. Rotogravure is spreading, particularly in England, where the development is toward sheet feed machines, and in color printing by that method. The Rembrandt company, of Lancaster, where the process originated, and C. & G. Ponton, of Edinburgh, have examples for rotogravures in color in this volume of the annual. Collotype, which seemed likely to become an obsolete process in England, owing to German competition, has experienced a decided revival. Representatives of firms from the United States have bought all the available collotype presses in England. In line and halftone engraving Mr. Gamble finds no improvement, though the standards are being kept up. The volume may be secured from the Book Department of The Inland Printer Company.

SELLING PAPER — PLUS*

BY BRYANT VENABLE



ALTHOUGH nobody has ever accused me of being a salesman, I must confess that most of my waking hours are busied with the problems of salesmanship, particularly as applied to fine papers. I have chosen, however, to direct my thought and to ask your consideration to the second item in the caption, the *plus*. And in order that you may find it easy to be indulgent critics, while I take courage to speak plainly for our common benefit, I am going to ask you to think of yourselves for the time being as paper merchants, paper salesmen, and of myself, difficult as I know you will find it, as a printer's salesman. If out of this swapping of habitual points of view, we can mutually help each other to a clearer vision of our trade problems, opportunities and responsibilities, may we not hope to profit and to progress together as we could not do by working to cross purposes?

Recently it was my privilege, together with a number of my fellow salesmen, to sit at the feet of that master salesman, C. R. McMillen, of New York, and by taking inventory of our common failings to appraise anew the value of our virgin opportunities. Perhaps nothing that he said was more homely or more wholesome than his admonition to those of us who are no longer young in years that we be on our guard lest we mistake experience for knowledge, and to those who stand at the threshold of business life to keep clear in mind the distinction between activity and work. As this audience is composed of both classes of men I can do nothing better than to preface my own observations with this double barreled admonition from a man who knows.

Lest there be among you any who might be tempted to discount my message by advertizing to the fact that I am short in actual selling experience in the printing industry, permit me to establish my right to recognition by a brief sketch of my career as a seller of the *plus*, which, added to paper, creates every market for the graphic arts salesman. While I was still a boy, trying to work my way through school, Mr. McDonald, one of the founders of the present McDonald Printing Company of this city, chanced to have upon his desk a water color sketch by Farny, the great Indian painter, now deceased.

*An address delivered before the Cincinnati Typothetae Association and the Graphic Arts Salesmen at Cincinnati, January 27, 1921, by the secretary of the Whitaker Paper Company.

The picture represented Hiawatha with his dusky bride. In the heavens the young moon glowed like a silvery crescent. Here was a creation of the artist's imagination, a thing of beauty, called into being for its own sake, and if it had any story or any moral, like Tennyson's *Rose*, it held its secret while inviting every observer to form his own conjecture and to find a meaning suited to his need. It so happened that my errand was the very commonplace one of bringing a roll of corrected galleys from the author of a book Mr. McDonald was printing, nothing more romantic or more potential than this. That great printer with his serious, though kindly face, looked from the picture to me and said: "Boy, do you think that any living being could write a bit of copy that would fit in with this picture to make an advertisement for the New York Central Railroad? I'd give four dollars for anybody that would show me how to turn that trick."

In the sober light of retrospective contemplation I am convinced that Mr. McDonald used the term "four dollars" figuratively, as synonymous with a "cook with a hole in it" or "two bits." But in those impecunious days I interpreted them literally. Four dollars represented to me the full sum of my weekly wages as a messenger boy. I determined to write that copy or die in the attempt. Well, I didn't die and I did get the four dollars, and somewhere stowed away among the precious treasures of my early days I have a print of that Farny picture *plus* the half dozen lines in dactylic hexameters imitating the characteristic verse of Longfellow that served to tie up the creation of one of the foremost artists of his generation with the practical publicity work of a huge railroad system.

There is a point right here that has to do with service and that is this: Mr. McDonald was a master printer. He did not have the time or the particular quality of mind that makes a good copywriter, although he was a keen judge of commercial copy. He bought his copy, translated it into harmonious typography and sold a hundred thousand high class, high price, multicolor reproductions of that picture to his client at a good businesslike profit to himself.

Not long after the experience just recounted, a similar errand took me into the office of Proctor & Gamble. I suppose I must have been an inquisitive little cuss, without sufficient experience in the ethics of business to keep my eyes from seeing the interesting things on men's desks and to keep my tongue from asking questions. Be this as it may, the fact remains that I saw on the desk of Harry W. Brown, then advertising manager of Proctor & Gamble, a memorandum which read, "See about getting up a story advertising Ivory Soap to brides." Mr. Brown, who was not only one of the keenest business men but one of the kindest, and whose friendship I cherish to this day, read my thoughts in the expression of my expectant face. "Son," he said, "I want a story that will make every bride in the United States think of Ivory Soap the first day she starts housekeeping, and that at the same time will be something more than a bald advertisement or a book of recipes. I want to have this book illustrated by the foremost magazine artist of the United States. I want to have it printed on fine paper and I want it to contain a long list of suggestions of uses for which Ivory Soap has no substitute in the well organized American home. You've read a good many stories and you know a good many authors. Whom would you suggest?"

To this day I blush to recall the audacity of that moment of temptation. "I think I can write that story, Mr. Brown," I said, "if you will only let me try." Well, that great big hearted man looked at me with an expression which at that time I interpreted as being one of business cunning and caution, but as I see it now through the intervening mists of more than thirty years, I realize that it was an expression of kindly indulgence struggling with a laudable sense of humor. But

the point is that he did let me try and I got fifty dollars for my copy, and, believe me, never from that day to this have I been one-tenth as opulent as in that incredible moment when I read the figures on the check.

Now you may say, what has this to do with selling paper or printing? Just this, that book was printed as I say more than thirty years ago in a very large edition. It has been printed again and again, year after year as a regular feature of the Ivory Soap publicity, and it is still being mailed to the brides of the United States just as it was away back in the eighties. The copy in my hand was received during this past week. Now, if you will stop and think for a moment of the number of reams of book papers, the hundreds of thousands, if not the millions of special hand made envelopes to match, the reams of embossed glassine fronting the pages with illustration, and above all, the countless impressions of the printing presses in some shop that has enjoyed the repeat business on this simple order for paper *plus*, you will perhaps concede that however innocently I may have made my advent into the arena of salesmanship for the graphic arts, I at least can claim recognition for having entered the lists at a tender age.

Here's another thought that I want to leave with you — to this very day some paper salesman is cashing in on the advance work of that little messenger boy of thirty years ago, and some printer's salesman is getting the benefit of the repeat orders that grow out of that *plus*, which is only another term for service.

Everybody who uses paper creates a market for more printing. Go back still further, if you will, to the days of the little boy clerking in an insurance office, writing up policies, forms or what not. What was that youngster doing but creating a market for the paper salesman and the printer? Think of it in that light today and you will have little difficulty in coming to an appreciation of the point of view of the man who buys paper or who buys printing for the insurance company or any other large corporation. Do not fool yourselves by the old bugaboo that it is price that controls this kind of business. It is not primarily a question of first cost, but of service. What do I mean by service? Just this — and the argument applies equally, whether you are a paper salesman or a salesman of printing — *the fitness of the paper you offer for the purpose to which that paper is to be applied*. We'll say it is an insurance policy — it must be impressive, it must express substantial security, not only in its weight, but in its texture, its feel, the very crackle of the sheet; it must have good folding qualities, for is not this policy to be folded down to document size and perhaps be handled a thousand times in connection with the payment of premiums, the negotiation of loans, the appraisal of personal worth, etc.? It must have the strength and the finish that guarantee endurance; for is not the life insurance policy to bear the burden of providing for a man's dependents after he himself has lived his allotted years of human life and been laid away with his fathers? Printability — this sheet of paper must combine printability with writability. It must carry a lengthy contract, probably in small type set solid, and it must lend itself with equal appropriateness to the written portions of the agreement, unaided by illustration. It must take printer's ink and writing fluid, black and colored, and it must have a ledgerlike quality both in appearance and in service.

Your customer knows that he requires these attributes, but he does not consciously enumerate them every time he is in the market. Hence, the salesman who projects his mind into the cranium of his customer, raising these points for consideration and answering the questions that grow out of them, is rendering a genuine service and the kind of service his customer has the right to expect of him.

How are you going to get this across? Not by "chin music," certainly. Nine men out of every ten prefer to listen

to their own voices, prefer to do the talking and to reveal their own thoughts or impressions rather than to appropriate the suggestions that emanate from others. I wonder how many salesmen appreciate this fact and capitalize it in their daily work. Learn to be a keen listener before you become a whirlwind talker. Give your customer ample opportunity to say his say, to reveal his personal prejudices, his likes and his dislikes; lend a sympathetic ear to him, study the expression of his eyes, think fast, and having got his point of view you will find it comparatively simple to make that point of view your own, and by following the path of his own choosing you can lead him to the goal for which you originally set out — the sale.

Just another thought. I said "study the expression of his face." Mere listening is not enough. Eye impressions are stronger, more accurate and more permanent than ear impressions. If you are going to beat the other fellow thinking or anticipate his movements *watch his eyes*. Two men step into the squared circle for a test of skill and strength as boxers. Do they watch each other's fists? They do not. From start to finish each man endeavors to keep his eyes fixed upon the eyes of his opponent and to read in them the messages of the brain, as they are recorded in the expressive organ of vision an infinitesimal fraction of a second of time before they are delivered to the nerves that govern and coordinate the actions of the voluntary muscles. The man with inscrutable eyes is one in a million, and he, of course, occupies a citadel of strength.

Desires are created through the act of vision more surely than through the act of hearing. It matters little whether it be a toy balloon for a little child or an automobile for an adult, the way to sell it is first to let the prospective customer see it. Remember that men buy things not as the result of pure reason, but as the result of their feelings, their emotions of pleasure, and their desire to satisfy cravings that are often the expression of emotional rather than rational reactions. I would go so far as to say that this is true of ideas or ideals, of spiritual treasures and moral values, quite as much as it is true of material commodities. And after the first sale has been made the only responsibility of the salesman is to make the performance square with the promise and thereafter to keep his sole leather limber when it is time to go back after the repeat orders.

Not long ago that prince of printers, Norman T. A. Munder, of Baltimore, occupied a seat among several hundred people at a large business convention, and while others listened to the speeches made by those on the program Mr. Munder, whose sense of vision has increased in accuracy and discrimination, offsetting his loss of hearing, *saw*, not so much the speakers as the speeches. Commenting on his experience the following morning, he explained to me that by the aid of certain delicate electrical devices he would have been able to hear every word that was spoken, but that he did not use these sensitive telephones, because he did not want to have the impressions gathered by his eyes weakened by being divided in the storehouse of his brain with the less reliable impressions that flow in through the ear. What men may say, according to Mr. Munder, is of small significance in comparison with what men mean and what they feel. Words may be made to conceal the operations of men's minds and hearts, but the expressions of the human countenance reveal the heart within. And so Mr. Munder told me he saw not only the earnestness and enthusiasm, the clean cut intelligence, the teamwork, the order and harmony and the big illuminating faith reflected in the faces and in the very gestures of the speakers, but he saw also the reflection of all these things in the faces of their auditors. The speeches he can read at his leisure.

Now what is the moral of all this? *Show your samples*. Let them talk for themselves, and remember that they are

more eloquent than you can be, for they transmit their message to your customer's brain via the optic nerve, whereas what you say will go in via the auditory nerves. The eye photographs and thus retains, whereas the ear phonographs and quickly forgets. Let me illustrate. Here is an advertisement issued by The Strathmore Paper Company. It is a simple line drawing printed on a good grade of magazine stock. The text is a scholarly appeal to the intellect of the reader, a sincere and earnest argument to demonstrate the thesis that the paper is part of the picture and that Strathmore papers, in particular, possess definite practical values for the transmission of ideas. And here is the same picture printed on Strathmore's Alexandra Japan. The appeal to reason has been eliminated, because the paper tells its own story, leaving to the copywriter the simple task of indicating the catalogue designation of the stock. The drawing is no longer the picture, it is only a part of the picture; the paper, instead of being merely the medium for carrying the artist's thought, is an organic part of the artist's equipment; the text, no longer a labored effort to create a desire through an appeal to cold reason, falls into the general scheme as a part and a decorative part of the whole, whose agreeable function it is to point the way to the satisfaction of the desire created by the eye.

Some printers have their business so organized that they can qualify as specialists in merchandising plan and copy. But their number is relatively small, and I know of no greater error and of none more easily made than for the printer who is without this particular equipment to hazard his reputation as a printer by volunteering advice on matters that are outside of his proper function. The science of merchandising, the art of writing — these are the province of the specialist. But that specialist needs the intelligent coöperation and assistance of the printer who is in turn a specialist in his own business. It is the printer who must discover the paper, the type faces, the color schemes, the proportions, the optical psychology that will correctly interpret what the merchandise master and the copywriter have labored to express through the medium of their art — language.

The mastery of language is a great help to the salesman, regardless of what commodity he has to market. To the printer it is beyond price, for by it he can often aid his customer in making such textual changes as shall, either by expanding or by contracting, shape the text to the most harmonious spacing on the page. But unless you can qualify as experts in this art, unless you really do know your customer's merchandising problem, you are on thin ice and you are hazardous not only your reputation but your legitimate business when you attempt to trespass on the field of the advertising manager, the advertising agent, or the copywriter, a field which the printer has lost through neglect.

Some one asks, "What do you know about it? Have you not, in your day, sold printing without possessing the technical knowledge that all printing salesmen should be assumed to have?" Yes, there was a time when, as the direct result of a knowledge of merchandising and of an intimate insight into the advertising needs of the clients of the house I represented, I found it not difficult to bring to my house a goodly number of orders for printing. I never fooled myself, however, or deceived my customer into believing or pretending that I possessed the rudimentary knowledge of production costs, of type values, of the chemistry and the physical reactions of inks and varnishes, of make ready, format, or any of the other technical details of the printer's craft. If not once or twice but with a certain degree of regularity I was successful in taking large orders for printing, often from the keenest of competition and at preferential prices, it was simply because I had learned one fundamental truth about advertisers. I'll pass this on to you, free, and it ought to be worth thousands of dollars to every one of you.

The man or the concern that spends a fortune for copy, artwork, sales direction, and space in magazine or newspaper, on car card or billboard, is not often fool enough to follow up this investment with penny wise economies in the print shop. So I say to you, and I know whereof I speak, the printer who knows his business and who can make his knowledge and equipment responsive to the needs of his clientele does not need to be price shy or to lie awake nights worrying about the cut throat printer in the next block. In fact, if you let the cut throat printer dominate your mind, you — rather than he — are establishing him as the criterion of value and of price in your industry. He can not be your competitor unless you honor him by recognizing him as such. When you have done this you have not lifted him to your level, but you have lowered yourself to his level and you have dragged your fellow printers down with you.

Now, please don't get the wrong slant on what I have just said. It is even more disastrous to overrate yourself, your house or your service than to undervalue them. Your customers will forgive modesty, but they will not pardon the four flusher. If you do not know, do not hesitate to admit that you do not know, but never get caught in ignorance of the same thing twice. Don't boast of your "service." To do so is to make yourself ridiculous; but if you maintain your service on a plane of sustained excellence, men will speak better of you than your self respect would permit you to speak of yourself.

You know it is a good thing once in a while for us salesmen to put ourselves mentally in the position of the buyers. With your indulgence and the specific understanding that none of you will cherish it up against me or put a personal interpretation on what is intended only as a generalization based on observation of other buyers, rather than upon my own experience, I am going to hazard a few suggestions as to what buyers of printing want and what they do not want of printer salesmen.

First. Our customer wants neat, legible, accurate printing, *when promised*. He does not want the finest Christmas card in the world on the morning of December 26, and he does not want excuses or explanations. "Too obvious for comment," you say? All right, so be it. But it is in good company. The Sermon on the Mount is the most obvious truism in the annals of humanity, but it could not prevent the Christian nations of the world from turning Europe into a hell and visiting their sins upon unborn generations of innocents. Christ's simple statement of the cardinal principles of right was not at fault. Just because it was obvious, mankind grew accustomed to thinking of it as commonplace, as lacking in novelty and excitement. And so the rulers of men turned their attention to abstract schemes for universal peace, forgetful of the only divinely ordered plan that can ever make for peace, forgetful of the Gospel they all profess as being basic to the institutions of humanity. The printer who hath ears to hear let him hear.

Second. He wants knowledge, translated into the language of type. What do I mean? Knowledge of typography, which it is your business to possess, hitched to the particular vehicle that he has selected for the conveyance of his message. Before I call myself a salesman of printing, by the gods I must master the knowledge of printing. It is as incredible to the thoughtful man that his fellow men should endeavor to sell printing without first mastering the fundamentals of typography, layout, symmetry and proportion, as that he should attempt to teach astronomy without a knowledge of the multiplication table, to build a bridge without knowing the strength of his materials and the laws of stresses and strains.

Yet, is it not a fact that many a printing salesman does not know when and where and how to use Caslon, or Cheltenham, or Goudy? Are they all qualified to answer the natural and necessary questions of their customer, "How many words of this copy will go into such and such a space in twelve or ten or

six point type?" or "What kind of type would be most effective on a heavy antique finish deckle edge book paper?" or "How much margin should there be at the top, bottom and both sides of these pages?" or "How can I get the effect of bulk and dignity to this announcement and still keep my copy brief?"

The printer's salesman ought to be hanged, drawn and quartered who permits his customer to get out a piece of printed matter for large distribution without giving due consideration to the cost of postage and to the general mailability of the job, before, not after, the job is run.

But I might go on indefinitely, piling precept on precept and example on example until you would be justified in writing me down a model of bad manners and a cyclopedia of the commonplace. I have already taxed your forbearance to the breaking point, but it has been because your problem is my problem and mine yours.

We paper merchants and our salesmen are not the ultimate distributors of the paper mills. You are. We are but your service stations and purveyors. I verily believe that you can and will increase our business, not that of my company alone or of the mills we serve, but *that of all paper merchants and all paper mills*. You can and will do this in direct proportion as you increase the value of your services to your customers, and not otherwise. It is your right, not your privilege, to exact of our salesmen the same kind and the same degree of intelligent service that your customers expect of you. If we fail, you will register your contempt by withdrawing your confidence and your business. If we go to sleep at the switch, if we degenerate into mere order takers, instead of maintaining our proud position as copartners with you in a common enterprise, performing our function with intelligence, industry and fidelity, you will soon enough strike our names from your pay rolls. I would go further and affirm that this copartnership embraces not only the printer and the paper merchant, but also the manufacturers of paper on the one hand and the ultimate consumers of paper on the other.

This is what I understand to be the meaning and the significance of the term "organic" as applied to the industry with which we are all associated. And it is because we paper merchants recognize how completely your efficiency determines the measure of our prosperity that I have made bold to speak to you tonight, not in high flowing platitudes of fulsome praise, but in the frankest words I could command in speaking to my business associates.

The salutary results of the educational propaganda of the Typothetae and kindred trade associations are already apparent. The printing industry is no longer conspicuous because of its glaring deficiencies in the fundamentals of business administration. Its credit is good. It knows its costs with commendable accuracy. Guesswork has given way to knowledge. Prosperity is the rule rather than the exception. In the improved financial status of the industry, in its more obvious title to credit, the financial condition and the credit worth of paper merchants and of paper mills are equally enhanced. Let the good work go on. But let me remind you that in proportion as our industry becomes more intelligent and more prosperous our obligations become larger and more imperative.

The public, in last analysis, is the judge of industrial and economic progress. And the public bases its verdict not upon the efficiency of any industry or group of industries in arrogating to itself or to themselves a larger rate of pay for services indifferently performed. We of the printing industry have cleaned our own house. We have vindicated our right to a proud place among the great industries of the world. It is now incumbent on the printing industry so to improve its product, so to increase the utility of its contribution to human enterprise, that men will honor us not for what we have but for what we do; and not alone for what we do but for what we are.

REVISION OF THE TARIFF ON PAPER AND PRINTED PRODUCTS

BY WALDON FAWCETT



PRINTING craftsmen and factors in the allied industries are bound to be affected by the forthcoming revision of the United States tariff system, even as they will be by the rearrangement of the program of federal taxation planned for 1921. But, to the amazement of the Congressmen who constitute a committee of arrangements for this overhauling of import duties, comparatively few of the commercial printers of the country appeared in Washington on appointed days in February to give the lawmakers the benefit of their views on the question of what protective wall, if any, is necessary to buttress the Yankee printing industry against the competition of foreign presses.

Paper manufacturers and publishers of newspapers were much more energetic in seeking the ear of the prospective framers of what will doubtless go down into history as the Tariff Act of 1921. Special or segregated interests have also had spokesmen in Washington to acquaint the powers that be with their attitude on pending questions of policy. For example, the employing lithographers of the United States, as well as the bookbinding interests, have placed on record their convictions as to the proper tariff policy to be pursued, as have also the producers of prayer books and specialties of a similar nature.

Several explanations were given at the United States capitol of the failure of the printing and associate interests to speak in louder voice on a subject that involves economic questions in even greater degree than political considerations. A misunderstanding of the date on which a hearing was to be granted by the Ways and Means Committee of the United States House of Representatives was one reason, manifestly, for a somewhat "spotty" representation of the printing crafts. It was intimated that inability to agree upon recommendations to Congress explained the absence of larger delegations from certain sections of the industry, as, for example, the general book and magazine publishers. More plausible than all other excuses, though, was the report that there exists, in the printing trade at large, a feeling that tariff revision will accomplish in Schedule M (papers and books) changes so slight that competition in the printing field would not, broadly speaking, be affected. The attitude of many of the captains of the industry seems to be that whereas prices of printed products to the ultimate consumer may be affected in one way or another by revision of import duties, the responsibility of the printer will be merely that of passing the benefits or penalties to customers, sustaining the while no derangement of relations within the trade. That this may be too optimistic an attitude is attested by the fact that, for once in our history, business America faces a revision of the tariff coincident with a sweeping reformation of the internal revenue system. The object of the joint program for toll taking is to provide for the Government an annual income unprecedented in periods of peace.

Printing tradesmen who sat in at the recent conferences at Washington were enabled to make pretty definite appraisal of the obligations encompassed in the tariff task which the Sixty-seventh Congress will undertake when it assembles in special or extra session this spring. First, as has been said, is the necessity for providing the operating expenses for a business enterprise that now has an overhead of close to \$4,000,000,000 a year. If the threatened "sales tax"—be it a tax upon turnover or upon final retail sales—which confronts every printer, is to be held to as low a percentage as one could wish, it will be necessary to raise an increased amount of revenue from the tariff.

Financial advisers of the Government are inclined to counsel exaction of heavier tribute from imports strictly as a fiscal necessity and without regard to the controversial question of protection versus free trade. But, on top of that the principle of protection is entering in very conspicuously. As a heritage from the war the United States has a number of "infant" industries that demand hospitable shelter. And some of these have contact with the printing industry, as, for example, the color and dyestuffs industry, which is a pillar of ink production. There is likewise pressure at Washington for recognition in the guise of increased differentials of the wider discrepancies which the postwar status shows between wage standards in foreign countries and in the United States. Eloquent of this is the solicitude of the International Brotherhood of Bookbinders for higher rates.

The sharpest cleavage that the tariff forum at Washington has revealed is the traditional one between the consumers of news print and the producers of that product. Members of the Paper Committee of the American Newspaper Publishers' Association, whose annual payments for news print are claimed to exceed \$200,000,000, have appeared before the Ways and Means Committee to oppose the imposition or retention of any tariff upon news print or upon its principal component material, wood pulp. This organization, embracing 550 newspapers, relies for its argument upon the obvious inability of the American news print industry to supply domestic demand and the heavy dependence of American consumers upon imports from Canada. In this connection the American Newspaper Publishers' Association has told the Ways and Means Committee that news print consumption in the United States has increased practically one hundred per cent since 1909, while production has increased less than thirty per cent.

A majority of the paper interests in their representations to the Ways and Means Committee do not ask for any tariff upon imports from Canada, but, for reasons that will be clear to printing craftsmen, content themselves with an effort to obtain a tariff upon imports from Europe. Printers and publishers who have taken issue with this plea insist that wartime imports of 21,000 tons from Europe have no permanent significance, and insist that not only were news print shipments from Europe negligible prior to 1918 but that under normal conditions European producers can not compete in the American market, owing to the moisture content and other disadvantages of Continental news print.

Members of the Ways and Means Committee have complained that paper producers, like producers of printed matter, have not gone on record as conclusively as might be wished on questions of tariff policy. For example, a questionnaire sent to 175 pulp and paper concerns brought only forty replies. Of the forty, approximately fifteen per cent were against the imposition of a duty and the balance favored it. One school of thought holds that if any duty is placed on wood pulp it should be a specific duty rather than an ad valorem duty. Members of the Ways and Means Committee who have expressed themselves on the subject of paper imports have declared that they do not see how there can be any consistency in our public policy under the circumstances unless the finished product and the raw material be on the same plane, that is to say, they favor placing both wood pulp and paper on the free list or else imposing duties upon both. Certain publishers who have addressed the committee have concurred in this view.

Business men in the printing and printing supply trades who have sought to take the most impartial, judicial attitude with respect to tariff have pointed out that the cost of production of fine papers must inevitably advance if Congress does either one of two things—raises the duties on papermaking materials now subject to duty, or levies duties upon papermaking materials that up to this time have been admitted

without toll. Some of the articles necessary for the making of paper are now on the free list, as, for example, wood pulp, lumber, coal and paper stock. Other articles are subject to various duties, such as China clay, \$1.25 a ton; felts, thirty-five per cent ad valorem; wires, fifteen per cent ad valorem; and moderate duties upon caustic soda, bleaching powder, etc.

While every interest that has appeared before the Ways and Means Committee to urge the levying of higher duties upon imports has dwelt upon the inequality of American and European wage standards, no petitioner has painted the picture in stronger colors than has the International Brotherhood of Bookbinders of America, which is requesting from Congress an increased duty on imported books bound in fancy high priced leathers. The statement has been made at Washington that the conditions confronting the American bookbinding industry are today such that unless relief is granted, it means the extinction of that branch of the bookbinding craft known as art binding.

Under the present law there are admitted to the United States, free of duty, books in English printed twenty or more years ago, and books in foreign languages. American bookbinders complain that this leniency has opened wide the ports of the United States to foreign bookbindings. It is claimed that under the first exemption thousands of books are shipped annually from the United States to London and Paris for new bindings and come back free of duty. The bookbinders would also have increased, from fifteen to twenty-five per cent, ad valorem, the duty on all books bound or unbound, claiming that the difference in the cost of labor as between the Old and the New World renders the existing differential entirely inadequate.

Printers and publishers of American fiction and reference books, and indeed what might be termed American book publishing interests in general, are manifesting far less concern with respect to the revision of customs duties than in a movement now under way to revise the United States copyright laws by the elimination of what is known as the "manufacturing clause." Copyright revision is not necessarily the complement of tariff revision, but there is a possibility that the two propositions will be considered in conjunction this year. Book publishers who have expressed themselves to Congressmen have declared that it would be "most unfortunate" if the tariff on books should be increased from fifteen to twenty-five per cent, but the chief conjecture of such interests has to do with the readjustments that would ensue should it be determined that the time has come when American book manufacturing can stand on its own feet, and that it is no longer necessary to require typesetting and presswork in the United States as a prerequisite of copyright protection.

A very baffling problem that confronts the Congressional leaders in their program of tariff revision is the extent to which the present disturbed condition of international exchange should weigh in a permanent revision of the tariff. Admittedly, the abnormal ratios of foreign moneys to American currency has brought about greater disparity between United States cost of production and the costs in foreign countries. In cases where printing craft wages abroad were before the war, say, one-half the American wage, the European wage is now, in effect, not more than one-fifth the corresponding scale in America. The unsettled exchange will operate also to allow purchase for the American market, on unheard of terms, of German made printed post cards and other classes of printed matter for the trade, in which Germany was a conspicuous contender before the war. If current conditions only were to be taken into consideration, only a liberal differential would equalize production costs. But it is presumed that the exchange situation will gradually be stabilized, and inasmuch as the tariff schedule now in the making is not designed to be in any sense a temporary or emergency tariff, it is difficult to determine to what extent exchange should have recognition.

The Ways and Means Committee finds its task in discounting exchange conditions the more complicated because of the sharp division of opinion in American printing trade and paper trade circles. American paper manufacturers who would fain boost the tariff on lithographic papers, bristol card papers, etc., and impose a tariff of \$15 a ton on news print, have told the Ways and Means body that at present rates of exchange paper manufacturers in Norway, Sweden, Holland and Germany can sell with profit in the United States market at prices below the cost of production in the United States. Paper consumers have retorted that this is but a temporary condition and that, save under the most exceptional circumstances, many American paper consumers would not touch European stock, which they have found unsuited to their needs, even if the difference in price were greater than it is.

Preservation of amicable trade relations with Canada is felt to be an important consideration to be taken into account in the revision of the tariff. Canada is, of course, a most important outlet for the product of the United States printing presses, and whereas not even the most extreme advocates of tariff upon news print contemplate taxation of pulp or paper coming in from the Dominion, there are other items in the schedule of printed products that can be levied on only with due regard for Canadian sentiment. It is felt, too, that elimination of the manufacturing clause of the copyright law, as above mentioned, would operate to bring about a better understanding between the United States and Canada with respect to interchange of the products of the art preservative.

USE DRAGON'S BLOOD

BY FRANK KAVANAUGH

Dragon's blood, a cheap chemical to be found at all druggists, comes in handy around a printing office where a linotype machine is in use. When putting in a new mouthpiece, coat the back of the mouthpiece with news ink by rubbing a brayer over it. Sprinkle dragon's blood over the inked place. Fix the mouthpiece in position, drive the gib in and then turn on the heat. There never will be a leak. The dragon's blood melts, forming a coating which connects the mouthpiece tightly to the crucible opening. Dragon's blood may be used on a mouthpiece that develops leaks. Rub the stick of the chemical over the leaky place until a good deposit is formed. Do this just before quitting time. The leak will be effectually closed.

Occasionally printers are called upon to make advertising slides to use in the local motion picture theaters. Again the dragon's blood comes into play. Set the advertisement, preferably on the linotype machine, using the smallest type to make the space. Take a brayer, and ink the type or slugs heavily with a soft ink. Take a proof on heavy paper, glazed, if possible. Then press the proof on the little slide glass, so that the impression is made as clear as possible. Dust the glass with dragon's blood, which in this case must be purchased in the form of an impalpable powder. Shake off the surplus powder, and hold the glass over the metal pot of a machine until the powder turns black with heat. This will make a clear image on the screen. The glass may be cleaned after it has been used by immersing it in a can of lye and then rubbing it off clean with a dry rag.

Dragon's blood sprinkled on a cracked pipe, either gas or water, and then heated to a temperature of about 90°, will stop the leak temporarily when a plumber can not be secured. The pipe should be drained of water before trying this, and it is obvious that the gas must be shut off before applying flame to a gas pipe.

In the form of a powder dragon's blood makes an excellent mechanical overlay. It has been sold for that purpose many times, but under a different name and at a price about five times as high as it can be purchased in a drug store.



INTRO-
DUCING
A FEW
SPECIMENS
OF THE WORK
OF EDWARD
C. SCHUBERT
TYPOGRAPHER

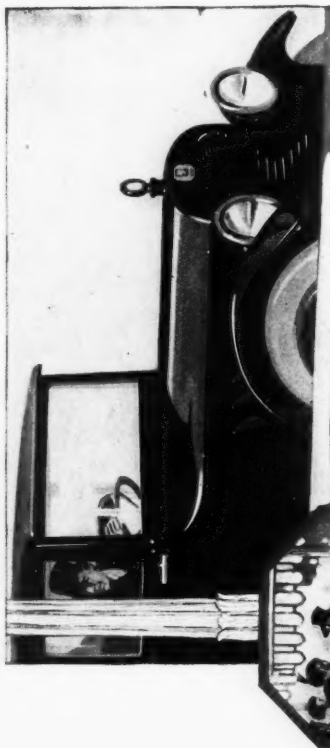


THE INLAND PRINTER
CHICAGO
MARCH • MCMXXI





An Exhibit of the Work of
EDWARD C. SCHUBERT
Typographer



IN PASSING from the open car to the selection of a closed model, one steps from the field of mechanics into the realm of art.

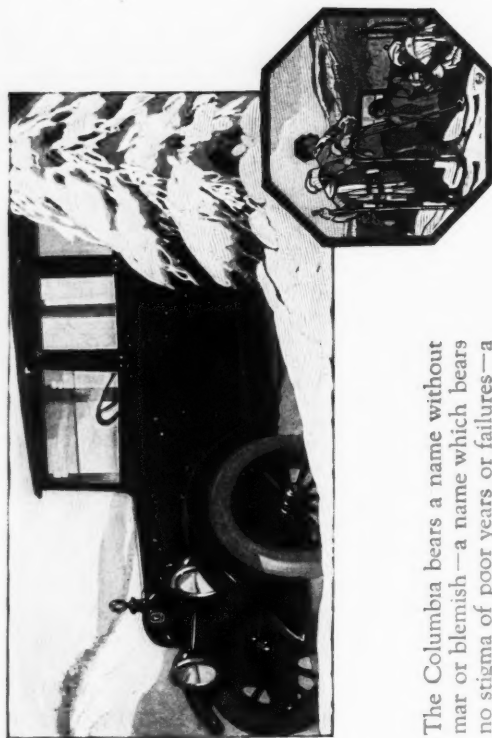
The open car is still, in a large measure, a piece of mechanism, limited in its expression of form, coloring and proportion.

But, in a closed car, free expression is given to the designer's artistic sense of proportion and beauty.

Accordingly, the closed model must be judged by standards similar to a fine home or a gown, a piece of furniture or a picture.

True, it is just as vital that the mechanical base of a closed model shall be thoroughly good and trustworthy as it is that a fine home be built on a bed rock foundation.

You are safe in accepting the mechanical foundation of Columbia closed models, without question.



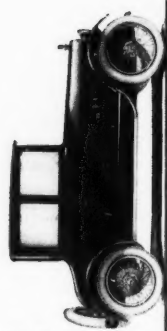
The Columbia bears a name without mar or blemish—a name which bears no stigma of poor years or failures—a name which from the beginning has stood for good quality all the way through.

So, the undeniable charm and character of Columbia closed models comes from their very foundation. And this must be the basis of all enduring charm, whether it be of a car, a home or a man.

How shall we describe, in detail, this charm of the Columbia Six?

It is a real, tangible thing—yet, a thing that can no more be analyzed into terms of metal, fabrics, paint and hardware than you can visualize a painting by telling of the oils, canvas and brushes used to produce it.

You feel the charm of the Columbia Six at first glance. You feel a sense of correct proportion and design—a



BIRCH HILL COUNTRY CLUB

Officers for 1920

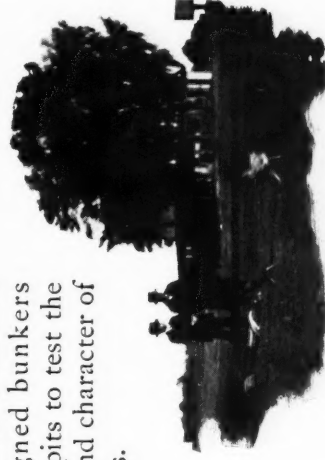
HUGH HIGGINBOTTOM, *President*
ALFRED RICE, *Vice-President* J. E. AMENDT, *Secy-Treas.*
GEORGE BRUBAKER, *Director*
GEORGE MAIN, *Director*

BIRCH HILL COUNTRY CLUB

THE Birch Hill Country Club is located on Merriman Road about one mile north of Michigan Avenue. It is accessible by auto from both Michigan Avenue and Warren Avenue, and as the latter thoroughfare is now being paved it will soon provide a very convenient route from the northern section of Detroit.

The Club property embraces ninety-eight acres of rolling land divided by a creek which adequately drains the property at all times.

There is now in use a well-developed, nine-hole golf course, with its greens and fairways in splendid condition. The hazards of the course are sufficient to make play very interesting, there being a creek, which creates a natural obstacle, and numerous well-designed bunkers and sand pits to test the patience and character of the players.





An Exhibit of the Work of
EDWARD C. SCHUBERT
Typographer



*A*NNOUNCING
the removal of the offices of
ARTHUR J. STOCK, *General
Insurance*, from 801 Free
Press Building, Detroit, to
more adequate quarters at
1158 Penobscot Building,
where a broader and finer
service can be rendered to
our clients.

Arthur J. Stock

GENERAL INSURANCE

1158 PENOBSCOT BUILDING
Cherry 8043

Detroit Is Changing All Street Numbers

HELP US AVOID
DELAY
IN MAIL DELIVERY

To AVOID confusion
we will appreciate if you will
immediately change your mailing
lists and inform such
others who have occasion
to use our address, to use the
following at once:

The Burkhardt
Co., Inc.
BURKHARDT BUILDING
Larned and Second Sts.
Detroit, Michigan

This is our present address
and there will be no change when the
new numbers take effect

JOB COMPOSITION

BY J. L. FRAZIER

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

MASTER TYPOGRAPHERS OF TODAY. II.—ARTHUR C. GRUVER

SOME one, some time, made the assertion that salesmen were born, not made; Theodore Child used to say that painting was no more mysterious or difficult to learn than soap boiling; and when we asked Arthur C. Gruver, one of the most talented and versatile typographers of the present time, what he considered the foundation principle of good printing he answered without a moment's hesitation, "Common Sense."

This is the light in which we who have for several years admired Gruver's work have always considered it. Where the demand is for a plain treatment, and where there is no necessity for elaborateness, Gruver gets it—and with beauty and effectiveness. Where the demand is for something more ornate, more striking, more elaborate, Gruver gets it—and with beauty and effectiveness again. To every piece of work he is called upon to design he applies a talent which combines a perception of the fitness of things and common sense.

Arthur C. Gruver has been nationally known as a designer of typography of the finest quality for only a very few years. His rise—which is little short of meteoric—has been due in large measure to the close application of the finer points and efforts of the early masters to the modern product, which he has, of course, improved upon by the aid of modern equipment. Gaudy, lavish effects are never to be found in Gruver's work, but by application of the principle of "common sense," he creates a product that is remarkably legible, comparatively simple and which always seems to possess the faculty of focusing the reader's attention on the subject of the composition rather than upon the composition itself. To say the least, this is the prime purpose of good typography.

-6



Arthur C. Gruver.


Gruver is another devotee of Caslon, not because it is Caslon—or because some one has told him it is perhaps the most beautiful, one of the most legible and emphatically the most versatile of type series—but because he has analyzed, experimented and tested all of them that have a claim upon a typographer particular in his work. That he has found no other to serve his purpose quite so well is evidence of the excellence of Caslon.

He varies the effect and adds spice and greater interest on occasions by the introduction of a line or so of another style. This, however, is invariably done with a fine sense for harmony, adherence to simplicity, and with judgment, the result of which is that such compositions by Gruver retain the inherent beauty of Caslon displays with what might be termed a little decoration, or "color," added. Of course, too, his variation is governed by the necessity for emphasis, which a change in the style of type will always provide.

The specimens shown in connection with this article are by no means the best that Gruver has done. So many have been reproduced in past issues of THE INLAND PRINTER the available

supply has been exhausted. Those here shown, however, will demonstrate the fine touch Gruver gives to those everyday, ordinary jobs, which are of greatest interest to most of us because they are in the great majority. They show that maximum beauty and effectiveness are obtained always by the simplest form of arrangement. They show that the foundation of good typography is common sense, as he states—first, in the selection of a type face that is beautiful and legible, and then in arranging that type face and whatever appropriate and harmonious decorative elements are considered desirable or essential in simple forms.

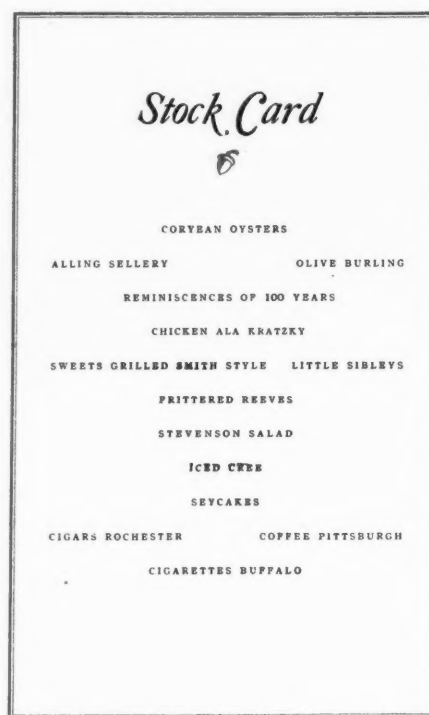
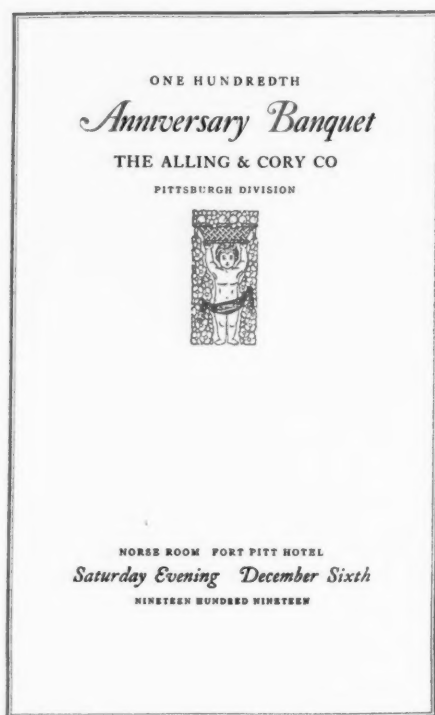
Formal Opening
ETHYL'S HAT SHOPPE
SATURDAY, MAY FIFTEENTH



YOU ARE CORDIALLY INVITED TO CALL AND INSPECT OUR COMPLETE LINE OF NEW PATTERNS AND DISTINCTIVE STYLES IN LADIES' AND CHILDREN'S MILLINERY

Exclusive Models at Lowest Prices
ETHYL I. KEARNEY
1823 CARSON STREET, S. S. PITTSBURGH

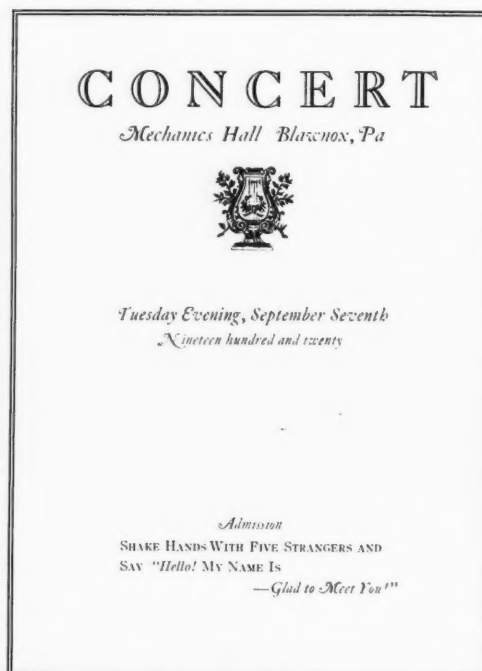
The simplest of forms are made beautiful and effective by the common-sense treatment advocated by Arthur C. Gruver.



Two interesting pages from program booklet done by Gruver.

The big lesson in Gruver's success is the same as that learned from the life of any man who reaches a high position in his craft, business or profession. Ambition has ever been and ever will be realized along the road marked Perseverance. The desire to do good work, to step out ahead of the procession, is the first and most important requirement of success in any craft.

Of course we want to know something about the life and experiences of this man Gruver, of whose work we have seen so much, of whose talents we have so often seen comment in the columns of the trade papers. If it is of any great importance, Arthur C. Gruver was deposited on earth by the faithful and energetic stork at Bozeman, in the State of Montana. The year was 1885, although the portrait of our hero appearing on the preceding page, and the one brief glimpse the writer had of him — only a short time ago when he was

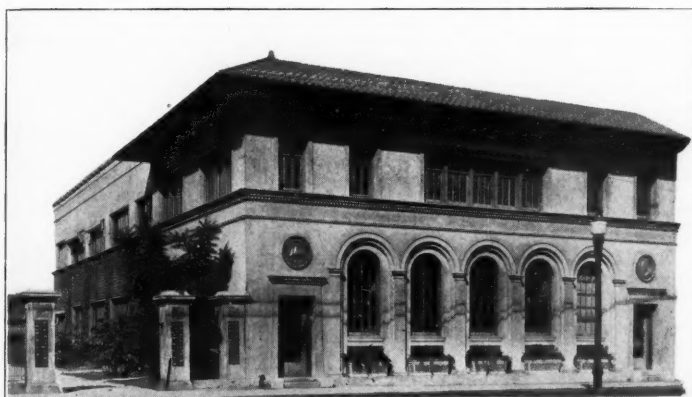


Program title that fairly pictures dignity, refinement and beauty.

en route from Pittsburgh, Pennsylvania, to Ogden, Utah — seem to give the birth record the merry ha, ha. Ninety-nine out of a hundred, basing their judgment on either the portrait or the subject himself, would call "1885" a typographical error and set it down as 1895.

(Aside: If there's one thing that we detest more than any other, Gruver, it is short filler in our Havanases.)

While Gruver was yet "knee high," as the saying goes, his parents moved East and he received the rudiments of the craft at South Bethlehem, Pennsylvania, in the office of the *Globe*, one of the oldest and best known papers of the Lehigh Valley. It was here that what his father termed a "regrettable mistake" was made by Arthur. Father Gruver averred that after graduating from high school and taking a course in a local business college Son Gruver should seek something far superior to the



Handsome Building of The A. L. Scoville Press.

Where Gruver works. The banks and libraries will have to sit up and take notice. Why should not the art preservative of all arts be followed amid artistic surroundings?

position of copy boy on the staff of a local newspaper. This position, however, was obtained by Arthur after several "elementary" interviews with the local editor, who, seemingly, was the court of last resort in the "old home town." In commenting upon these interviews, Mr. Gruver remarks: "The dignity of this sanctum was wonderful. It impressed me so much that I considered myself fortunate in being able to win the privilege of associating with these gentlemen, the more so since I was to be paid the munificent salary of \$2.50 a week in addition to the privilege." Thus the printing craft won a recruit at the expense of some bank, railroad office or department store.

Gruver tells us that after several months of what he considered studious effort he was "invited" upon the carpet of "ye editor." Here he was "called down" for failure to consider himself above "those common printers," as the editor called the compositors, with whom Arthur had been spending considerable time to the detriment of his duties in the editorial offices. To him, so Gruver states, this was adding insult to injury. "I already," he writes, "considered these printermen a most wonderful class of fellows, the more so because they had been kind enough to show me various secrets of the craft in return for small favors through the editorial department."

The result of his "run in" with the editor was that Gruver resigned from the editorial department and went to work the following morning in the composing room as Devil No. 3, last on the list. Here he soon learned all about type lice, left hand shooting sticks and paper stretchers, but managed, in the periods between his experiments and wild goose chases, to acquire a limited working knowledge of type composition. In four months' time, nevertheless, he was setting department store advertisements in the ad. alley and at the end of the year was head ad. man. At the close of his second year as a craftsman, Gruver was given the position of makeup man, which, you know is some man sized job.

After another year with this concern, Gruver writes that he, like a great many individuals in the craft in former years, turned "tourist" for several years, covering all the principal cities of the East and Middle West, finally drifting back East, where he met "the girl." For several years he worked at Easton, Pennsylvania, being there employed by The Eschenbach Printing Company, one of the most

progressive concerns in the Keystone State. Later he went to the Altoona *Tribune*, and from there to Pittsburgh, where he attended the Carnegie Institute of Technology. There, under the tutelage of Harry L. Gage, one of the foremost exponents of the graphic arts, Gruver was given the opportunity to develop that excellence which his present typographic work displays. Later he became one of the instructors in typography at the Carnegie Institute of Technology.

The wanderlust again possessed him and Gruver went to Philadelphia for a second time. He did not tarry long, however, soon returning to Pittsburgh as typographic designer for the Republic Bank Note Company, from which institution he entered the government service during the great World War. After securing his discharge, Gruver returned to Pittsburgh and secured the position of foreman of the composing room of the MacGregor-Cutler

Printing Company, where he was later made superintendent. It was here that Gruver came into his own and created some of his best work; it was here that he established a reputation as one of the leading typographers of America; it was with this company that he produced most of the fine work reviewed and reproduced in these columns almost every month.

Since January 1, Mr. Gruver has been associated with the A. L. Scoville Press, Ogden, Utah, an institution recognized as a leader for the quality of its product in the Inter-Mountain district. "At the Sign of the Chimes," descriptive of the location of this printing plant de luxe, typography and printing should represent the highest elements of craftsmanship under the supervision of Mr. Gruver and the encouragement of Mr. Scoville. This combination of talent, equipment and surroundings ought certainly to make the Salty State renowned in typographic annals.

THE INSPIRED COMPOSITOR

The Call hereby expresses its regret for an injustice done to S. B. Davis of Oakland. Saturday Davis fell from a ladder, and the small head on the story, by a typographical error, was made to read "Burglar Falls," instead of "Builder Falls."—*From the San Francisco Call, relayed by B. L. T.*



Corner of Composing Room, with Gruver's Desk in Foreground.

THE PROPER RELATIONS OF CAPITAL AND LABOR

BY S. K. PARKER



IF I were a laboring man, I would accept the dictations of organized labor rather than the mercies of organized capital." This declaration was made by the Rev. R. A. White, D. D., minister of the People's Liberal Church, Chicago, in the course of a series of three sermons recently delivered on the topic captioned above. The Doctor is well known in that city as a traveler and lecturer, as well as a preacher, delivering lectures illustrated by pictures from his own camera to audiences numbering 4,000 to 5,000 Sunday afternoons in Medinah Temple (Masonic) and at his own church Sunday evenings.

In the discussion of this subject the Doctor endeavors to review the questions involved from a neutral, unprejudiced standpoint. No stenographic record of the sermons was made, but the following excerpts from his notes will prove of great interest at the present time.

"To crush labor unions, if it could be done, would be unjust and unwise," said the preacher; but, he believes, "the open shop is essentially American and should be maintained. Capital, in its anxiety for the right of the individual laborer to sell his labor where he chooses and for what he chooses, must not merely shift the laborer from the alleged tyranny of labor unions to the tyranny of the big corporation. If the theoretical right of the individual laborer to freedom of contract means in practice such a contract as big organized capital dictates, the laborer has only changed masters. I doubt if the change would spell freedom. Capital, not the laborer, would fix the terms. If I were a laboring man, I would accept the dictations of organized labor rather than the mercies of organized capital.

"Capital insisting upon the open shop for labor, if consistent, must insist upon the open shop for capital. In the biggest business of the country, independent capital is forced into the combine or forced out of the business game. Personally I have no sympathy for the closed shop either for labor or capital. Both are un-American. Both are brutal interferences with the individual rights."

With this personal idea both sides, no doubt, will take issue. The Doctor continued:

"Big capital has come to stay. Organized labor is here permanently. Wisdom and justice lie in finding common rights and not in useless fighting. The time, money, and energy wasted by capital and labor in scheming to beat each other, if devoted to finding and maintaining the undoubted rights of both capital and labor, would eventually bring peace and prosperity to both capital and labor and to the nation. To this end certain things are essential. (1) Collective bargaining must be admitted and maintained for labor. For capital, in the nature of things, it is inevitable. (2) Given the right to collectively bargain, labor must purge itself of whatever corrupt leadership it now has. Capital has a right to say 'We will not bargain with labor leaders who are grafters. Send us honest labor representatives and we will deal with them.' (3) Either by incorporation or some other means, organized labor must be legally liable. Contracts between capital and labor must be legally enforceable against both parties to the agreement. (4) Finally, if big business insists, as it has a right to insist, upon labor keeping its contracts, big business must itself set the example of holding contracts inviolable. Some big business firms in the last year or two, treating contracts as 'scraps of paper' in the arbitrary cancellation of contracts, are scarcely justified in throwing the first stone.

"How is big business trying to crush organized labor? What reasons have we for thinking that big business has any

such purpose at the present time?" These questions indicate that the Doctor concedes it is being attempted, and he answers: "First, the general reason that human nature is human nature, and revenge is sweet." Inefficient labor, decreased production, increased wages have unfairly oppressed and handicapped both the public and capital—the latter passing the bill on to the consumer. Capital now wants to get even. "The public may not aid capital, but it is shedding no tears over the possible result."

The Doctor cited certain facts brought to light by the New York State Legislative Committee which has been investigating building and housing conditions in New York city. He referred to the refusal of the steel trust to sell structural steel to certain companies because they worked under union conditions. "It was pretty well established that this, the most powerful capitalistic combination in the country, aimed to prevent the unionizing of the workers in this industry and to crush unionized labor.

"The United States Steel Corporation defeated the unionizing of its branch of the steel industry. Now it seems that the steel magnates not only will not permit the unionizing of their employees, but seek by intimidation and the boycott to force the users of steel to break with union labor."

The question of the influx of foreign labor also received attention. "So far as capital aids in filling up our country with European labor, it is a menace to the peace and prosperity and safety of the nation equally with the hordes it permits to come," declared the speaker, these hordes being largely composed of Bolsheviks and other undesirables who seek to destroy the United States Government while appealing for protection under its flag during the process! "Capital at the same time clamors for protective tariffs. Usually the plea is that American labor must be protected from the pauper labor of Europe. Then wide open doors for pauper labor itself are insisted upon. With three or four million men and women now out of work in this country, to throw open the doors to millions of Europeans is both an economic and a social crime."

Many other phases of the labor and capital problem were ably discussed, but space will not permit of anything further than mere mention of a few. The Doctor believes that wages, rents, etc., must come down, but no faster than the cost of living comes down. After citing instances of excessive profiteering on the part of corporations, he said, "I draw no general conclusions from these known instances of gigantic profiteering, but the public would like to know just how far big business is justified in saving itself some loss at the expense of labor. . . . To reduce wages radically at the present time may be economically dangerous. . . . Wage reductions carried too far at the present time will plunge the country into economic disaster. . . . The result might be one step nearer the One Big Union which capital, and the country also I think, fears. . . . In the matter of crushing union labor, go slow, very slow!* If the water were squeezed out of capital, more might go to the laborer.

"Finally and fundamentally, I believe there must be a wholesale mental revolution concerning capital and labor. Labor has been and still is looked upon by capital and economic doctrinaires as a commodity. . . . This persistent fallacy lies at the bottom of a great part of our present labor troubles. Capital simply assumes to buy labor when it wills at the best price, and holds the right to discharge it when it chooses."

The preacher closed his last sermon with an eloquent and impassioned appeal for the application by all concerned of the principles of justice and the square deal.

*It will be remembered by old timers of Chicago Typographical Union No. 16 that "Go slow" was the favorite admonition of Mark L. Crawford, as president of the old Trades Assembly, when important matters were under consideration by that body.

THE PRINTER'S PUBLICITY

BY FRANK L. MARTIN

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

"The Brownie"

The person who has something to sell to the public may emphasize many tempting, attractive phases of his product and the service that goes along with it. Often all the good features are necessary to the composite makeup of good advertising copy. Yet, in the final analysis, the thing on which sales will largely depend, and the point which in the end will come in for the greatest emphasis, is — quality.

This is the keynote of the advertising campaign which the Brown Print Shop, Inc., of Richmond, Virginia, is starting through its new house-organ, *The Brownie*. "Printing of Distinction" is the term which the firm has selected for describing all work it produces for customers. That it requires printing of quality to bring results to those who use it, and that all



FIG. 1.

printing coming from the Brown Print Shop will be of such a character, is the basis on which the firm is asking for orders. In the house-organ the term "Printing of Distinction" becomes a slogan, a sort of trade mark, thus serving in an effective way in promoting the quality idea in advertising.

The forewords of initial numbers of printers' house-organs are always of interest to the editor of this department. From them one generally gets some inkling of what the firm hopes to accomplish and toward what mark the producer is aiming his house-organ campaign. In *The Brownie* we find this:

Now ready—

A copy sent free if you write on your company letterhead.

Will help you improve the appearance of your Advertising. Answers many questions of practical interest to advertisers. Limited to local distribution

Write for it!

FIG. 2.

"*The Brownie* will make its appearance the first of each month. It will come to you with a purpose—that of forcefully bringing to your attention the opportunities that are before you, and the basic fact that our product, 'Printing of Distinction,' is that much desired printing that will emphasize your product.

"It will not be our purpose to produce merely masterpieces of the printing art, but to show herein the many ways of treating work of this kind to advantage. We will hold to no single form of typography—no set style of illustration—but will convey by printed page the many and varied means of putting over your message of publicity via 'Printing of Distinction.'"

The Brownie well represents the educational type of house-organ, campaigning for a wider and more effective use of the better quality of printing. It is attractively printed. The cover design of the initial number is shown (Fig. 1).

The Ben C. Pittsford Company

"The actual work of composition, compilation, electrotyping of the type forms, and the endless correction of proofs was laborious. These things had to be done between times. When you consider that the past few years have been the busiest ever known in the advertising world, it is not hard to understand why the manual has been over a year in preparation."

This comment by the Ben C. Pittsford Company, Chicago, gives some idea of the effort expended by that firm in producing the "Pittsford Ad-Type Manual," a most complete booklet of its kind, which it is sending to those persons in its local territory who are interested in advertising, particularly

The January issue of *Better Advertising* is a special printing number and contains some well written articles on printing and advertising, prepared especially for the house-organ. One page, showing a reproduction of the "Ad-Type Manual," is shown here (Fig. 2).

"The Proof of Service"

No salesman could ask better coöperation than the W. P. Dunn Company, of Chicago, is giving its sales force through a booklet it has recently issued under the title, "The Proof of Service." This booklet is intended only for the executives of those concerns from which the W. P. Dunn Company hopes to

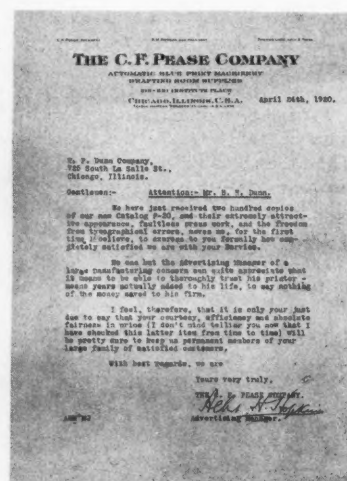


FIG. 3.

those desiring more effective advertising from the viewpoint of typography. (Those outside Chicago who desire copies are asked to remit the sum of \$1.50). It was the idea of the firm to produce a booklet that would prove helpful to executives or producers of the actual advertising who have not a great deal of practical knowledge about the mechanical production of it.

"Pittsford's Ad-Type Manual" is of vest pocket size and contains 132 pages of practical data on all matters relating to types, engravings and advertising layouts; in fact, everything that will help the average writer of advertising to produce better copy. It is well printed and bound in an attractive, durable, embossed cover. The volume, although small in size, is a pretentious work, and the company is to be commended for having contributed it. That it will prove helpful to those who receive a copy is without question; that the Pittsford company will also get ample returns in an advertising way also is assured.

The manual is amply described in the January issue of *Better Advertising*, the house-organ, issued by the Pittsford company. Writing of it in this issue, Ben C. Pittsford says:

"At any rate, it is the crystallization of an ideal with which I started out many years ago, when the pioneer advertising composition shop of Chicago was opened, over seventeen years ago, in the Caxton Building. While it sounds like 'ancient history' now, it is pleasant to think of in retrospect, because the years have convinced us that ideals can be realized and that sincere service and honest methods are appreciated."

receive orders. It is sent in advance of a personal visit of a salesman, and in itself is a most convincing argument for the use of Dunn company printing. It falls in the class of direct advertising that does more than "pave the way" by actually making the sale, provided the prospect is in the market for good printing.

The title, "The Proof of Service," describes the booklet accurately. There are twelve enthusiastic letters from business firms of high standing, representing as many lines, giving their opinion of the service rendered by the W. P. Dunn Company in the way of advertising and printing. On the page opposite each of these letters is a composite picture showing some of the prices of printed matter that have been turned out for that particular firm.

The whole displays a record of printing and printing service on which the firm should be congratulated, and the character of the booklet itself as a piece of printing is another thing of which the company should be proud. For the doubtful buyer to study this booklet, disclosing as it does the satisfaction of present customers with big orders of every kind, there seems little doubt of the results the booklet should bring. It is a good example of a concrete way in which a printer may use his product in his own advertising. It takes the place of the catalogue in the ordinary line of business. In effect it says: "Here is what this firm produces for others and this is what our customers think of it; these same printed products can be placed at your service."

Two pages of the booklet are reproduced (Fig. 3) to show the effective way the company has displayed the letters as well as the products of the plant.

Anent Blotters

More blotters probably are sent out by printing concerns as advertising matter than any other one form of printing. In the ordinary run of business, blotters constitute one of the common forms of the products that printers are called upon to devise and issue for patrons. Yet, on the whole, the character of printing work done on blotters is inferior in quality to that done on almost any other form of printing. It is just as necessary to make the blotter a specimen of good printing as it is in the case of the booklet, brochure or other matter. If more printers would remember that such is true the blotter

New House-Organs

Slowly but surely the printers of this country are coming more generally to use one of the most effective advertising mediums they have at hand — the house-organ. The new year has brought several "first issues" to this department, and all of them, generally speaking, are creditable publications that will no doubt bring results to the firms producing them. The front covers of three of these recruits are reproduced (Fig. 4).

The Impression, published by the Clark-Sprague Printing Company, St. Louis, its editor says, is intended to present helpful and constructive items to advocates of the printed word and picture in relation to publicity. It is attractively printed and its contents are timely. Much attention is given to the subject of present business conditions, the necessity of

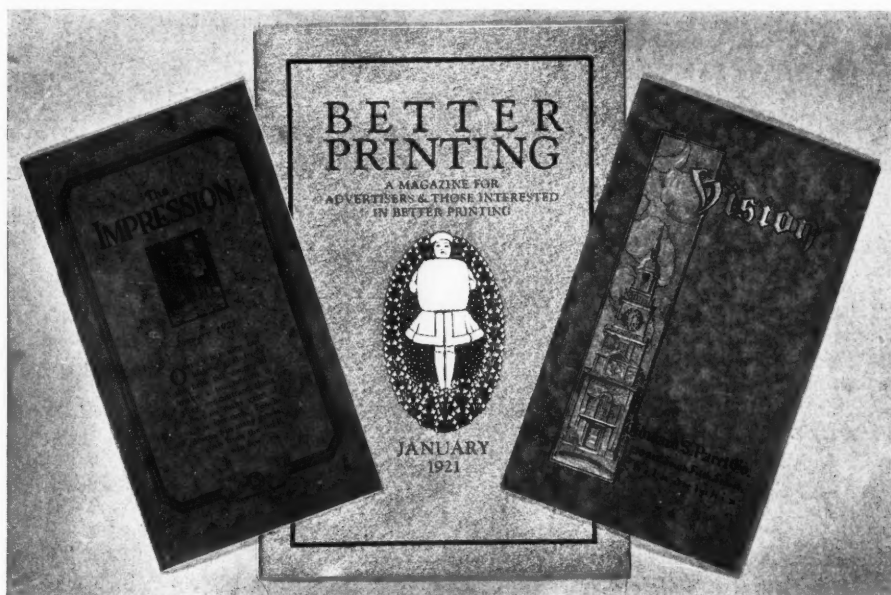


FIG. 4.

would become a more effective medium, and one of the chief offenders in the line of cheap printed products would be eliminated to a large extent.

In this connection the following comment of a manufacturing concern, taken from *System*, appearing on a blotter issued by the William Eskew Company, Portsmouth, Ohio, will be of interest. The manufacturer says:

"It is our opinion that a blotter sent out without charge should be a good one — just as if we were selling it. A good blotter is a sales aid to any concern, but one of poor quality generally fails in its object and has a result different from the one desired. . . . The importance of quality in blotters was brought home to me by a purchasing man whom I happened to hear discuss the matter about a year ago. He said that he had become prejudiced against half a dozen firms which had sent him blotters of a poor quality. He received an assortment of blotters and always kept a supply in his desk, besides giving them to other men in the office. He easily picked out the good ones, of course, and kept them for himself. This policy put before him continually the names of the houses which sent out good blotters."

The moral of this manufacturer's comment is, of course, that cheap blotters, like any other form of printing, do not put the advertising message across. Because a blotter is a comparatively simple piece of printing to produce is no excuse for its being a haphazard bit of odd time work. It should pass the test of all printing on the basis of quality.

optimism and the need for continued advertising and the use of printing.

There is much of concrete value in the contents of *Better Printing*, the new house-organ issued by the Service Printing Company, Canton, Ohio. The Service company places emphasis on the importance of quality in all of the advertising material it issues, and its new publication measures up to the standard in every way. The object of *Better Printing*, according to the foreword in the initial number, is to advertise and display specimens of the better grade of printing produced by the company's complete plant.

Vision is the title selected by the Edward S. Paret Company, Philadelphia, for its publication. "A few reasons why it will pay you to do business with us as much as we would like to do business with you," is the aim of the house-organ as noted in the flag. It carries a pleasing cover with the design embossed in gold.

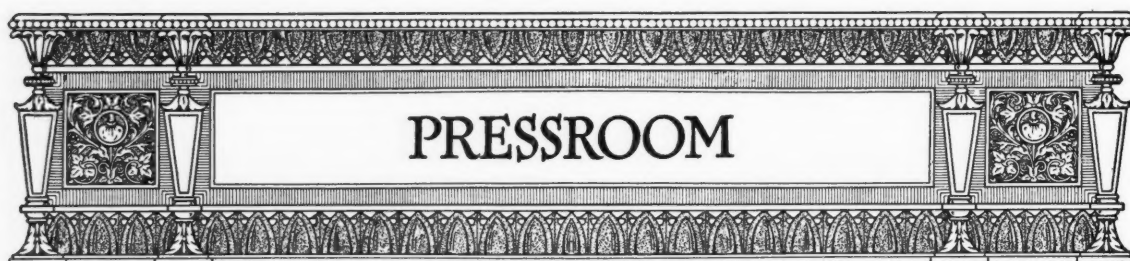
EVIDENTLY HE KNOWS A PRINTER OR TWO

"Yes," said the specialist, as he stood at the bedside of the sick purchasing agent, "I can cure you."

"What will it cost?" asked the sick man, faintly.

"Ninety-five dollars."

"You'll have to shade your price a little," replied the purchasing agent, "I have a better bid from the undertaker."—*Macograms*.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Is the Inventor of the Prouty Press Still Living?

An Indiana correspondent asks us if E. Prouty, inventor of the press of that name, is still living, and if so what is his present address. We are unable to supply the information and therefore put the question to our readers.

Column Rules Cut the Paper

An Arkansas publisher submits paper showing that column rules rise sufficiently to eventually cut the paper, and asks our help.

Answer.—When the form is placed on the bed of the press unlock it and then clamp the chase by press clamps having at least a reglet between clamps and edge of chase. Lock form lightly from side and foot, and plane down. Lock up fairly firm by foot quoins, but give side quoins just enough bearing to prevent them from working loose when press is operating. The tympan should be changed after it is cut through. If this does not help, you may secure relief by scoring both sides of the column rule deeply with the point of a file or other cutting tool. The burr raised by the tool should remain, and its roughness with the side pressure should hold the rule down. We presume you are using slugs in your form, but the letter does not say so.

Bronze Rubbed Off in Center of Form

A label concern submitted specimens of labels in a large sheet on which it was stated that through the center of the form the bronze rubbed off readily, while on each end it was retained. The inquiry was to establish the cause of the trouble.

Answer.—In testing these by rubbing we did not note very much difference in the retentive quality of the size. Perhaps they were dryer when we made the test. However, in such a case we believe that the size, if used from an ink fountain, may have contained a reducer which may not have been uniformly mixed with the ink. It would also seem to us that the size would tend to hold the gold bronze without regard to the manner of distribution, provided it was not reduced. Another reason we would advance, if the bronzing is done on a machine, is that the rotating brushes may not give the pressure as firmly at one place as at another, hence if the bronze appears to rub off readily in the middle of the form probably it was not applied so well as where it did not rub off. The foregoing is our analysis of the trouble after an examination of the sheets.

Printing Imitation Typewriter Letters

W. F. Marcum, manager of the Sentinel Publishing Company, Bemidji, Minnesota, writes: "The writer has noticed that in some cases typographical journals are still advocating the use of silk being fastened to the grippers for printing typewritten letters. The writer is a pressman by trade and has tried a goodly number of different ways of printing facsimile typewritten letters and has found that the quickest and easiest way is as follows: Take your typewriter form and lay 3 em furniture all the way around it. Then take your silk and cut

it large enough to run about an inch outside of the furniture on all sides, lay this on top of the form, then drop on top of the silk additional furniture needed to lock up the form, and stretch the silk a little so that it is tight over the form. Lock it up. You may use any kind of good job ink on this and it will give you a perfect multigraph letter. If the silk shows up between the words, too much ink is being used. A very little ink will do the job. I think that a few years ago something similar to this method was referred to in your magazine, but judging from some magazines which are still advising other methods this may be of benefit to some pressmen."

Christmas Numbers From the Antipodes

The Weekly Times Annual, from Melbourne, Australia, is a sixty page magazine well filled with illustrations in color and monotone. Many of the advertisements are in two and three color plates. Special inserts in process color plates make the magazine an attractive holiday number. The advertisement and halftone pages are uniformly well printed. The cover is an attractive design reproduced with three color plates. The presswork was executed under the direct supervision of J. V. Price, well known to our readers.

From Colombo, Ceylon, is received *Plate's Ceylon Annual*. This magazine of nearly eighty pages was printed by the Colombo Apothecaries Company, Ltd. The cover is printed in green ink on heavy antique cover stock and has a tipped on plate by the three color process, making an attractive cover design. A number of excellent three color plates are shown. The color presswork shows skill and discrimination. Not a little credit is due the engraver for the excellent appearance of all plates, color and monotone. Numerous halftones, some full page, are printed in brown ink. Those which are printed on a buff tint background are further enhanced thereby. The letterpress section is printed clean and sharp on a heavy antique book stock, while the advertisements appear on a thinner grade of smooth book paper. The general appearance of the magazine favorably impresses the reader.

The Christmas number of the *Times of Ceylon* (Colombo) is a magazine of about one hundred pages, well printed throughout. The descriptive matter is in leaded six point type, and practically every page has one or two halftone plates. Almost without exception every halftone is printed clean with unmarred edges. Both photographer and engraver deserve praise for the excellence of their handiwork. The body of the magazine is printed on a good grade of enamel, the advertisements on an S. and S. C. stock. The photo brown ink lends itself nicely for the illustrations and letterpress. The cover is a three color plate showing a market place. Natives in typical costumes abound.

The makeup and general appearance of each of the foregoing magazines differ from our American journals of similar type. The attractively printed pages, however, would claim the attention of any of our readers, notwithstanding the departure from our own style. The publishers are to be congratulated on the excellence of their respective publications.



MR. A. G. HARDING, CHAIRMAN,
AND FORMER FELLOW EMPLOYEES OF THE
TYPOGRAPHIC SERVICE NIGHT CHAPEL

GENTLEMEN:

Words fail to express my deep appreciation of the very fine cup with which you have so kindly presented me. I think this action proves the existence of a bond between us which I shall always strive to keep whole. You have made me feel a certain pride in your generosity, an abiding sense of fellowship that time will not easily erase. I feel that our long service together was fruitful of more than mere good will if it was productive of this lovely token that I am loath to believe I merit. Old friends, I am both humble and glad in the light of this happening, and sorry only because I may no longer work and play with you as of yore. But the inspiration you have given me will go a long way toward my future happiness in my new work. . . Let this poor paper be a handshake to each one of you, a heartfelt clasp of lasting gratitude.

JOHN J. CASSEN

December Fourth, 1920

A pleasing design, illustrating effective display through the use of simple typography, appropriate decoration, and a single spot of color. By Albert Schiller, New York city.



ANNOUNCING

THE FORMATION OF AN ORGANIZATION
FOR THE PLANNING AND PRODUCTION
OF DIRECT MAIL ADVERTISING. THE SERV-
ICE WILL BE BOTH ADVISORY & CREATIVE

THE ARROW COMPANY

*The Parkway at 17th Street
Philadelphia*

JOHN R. HOGAN, PRESIDENT

RALPH E. TWEED, VICE-PRESIDENT

CHARLES R. PAUL, SECRETARY-TREASURER

THE ARROW COMPANY

*by a specialized knowledge of successful mer-
chandising and its relation to productive Di-
rect Advertising is qualified to work with
advertisers, manufacturers, wholesalers and
merchants in the creation and production of*

MERCHANDISING IDEAS

SALES PLANS

DEALER HELPS

SALESMAN CO-OPERATION

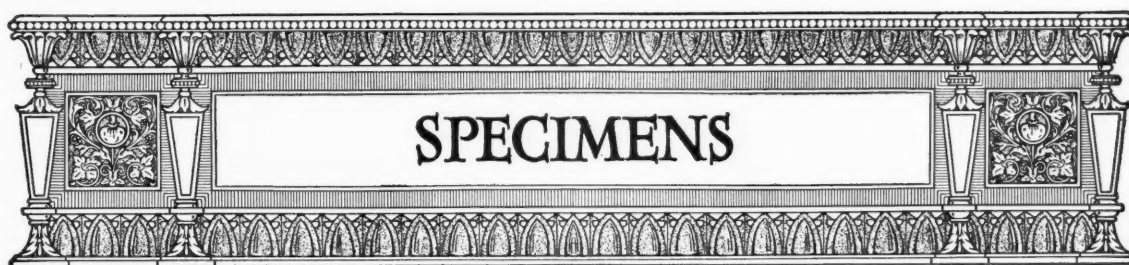
HOUSE AND INDUSTRIAL MAGAZINES

SALES LITERATURE



*Supplementing this is a staff of Artists under
the direction of Mr. Charles R. Paul and a
Photographic Studio for the making of illus-
trations suitable for all advertising purposes*

THE PARKWAY AT SEVENTEENTH STREET
PHILADELPHIA



BY J. L. FRAZIER

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

THOMAS CARRIGAN, New York city.—Your Christmas greeting folder is very neat, being composed and designed in good taste and printed in fine style in pleasing colors.

BERNARD A. BOLDA, Menasha, Wisconsin.—Invitation and ticket for the dance of The Goodfellowship Club are neatly composed in Goudy, capitals for the most part. Presswork, too, is good.

JOHN DICKIE, Lorain, Ohio.—The business card for the Lorain Printing Company is interesting and pleasing in appearance. The colors which you have used—black, red orange and blue tint—form an excellent combination.

FOAMITE FIREFOAM COMPANY, New York city.—We congratulate you on the descriptive booklet about the Foamite Firefoam Automatic Sprinkler System, which is gotten up in an interesting and attractive manner. It is unusual and striking. Your house-organ, *Industrial Fire Chief*, is likewise an excellent example of printed publicity.

D. W. LOVETT, New York city.—The circular, in Colonial style of typography and printed on paper that looks aged, announcing your facilities and talent in the restoration of rare books, is very clever indeed.

R AND W HAT SHOP, Incorporated, New York city.—Your house-organ, *The Hat Box*, is interesting and attractive in appearance. The typography is exceptionally good, as is also presswork. We can suggest no improvements.

WALTER E. BURCH, Fort Worth, Texas.—Your card, printed in orange and black, is interesting and attractive, as is also the stuffer acknowledging an order, although, in the latter, the green is somewhat too weak to balance with the rather strong orange.

PATE PRINTING COMPANY, Hobart, Oklahoma.—The announcement of the employment of Mr. Beckham is high class in every respect. Good type, good design and excellent presswork, in combination provide everything that is desirable or essential in the form.

JOHN MANSFIELD, New York city.—Progress is shown in the specimens done by students of the Vocational School for Boys, in which you are the instructor. The printed lesson sheets are very good and ought to be great time savers in large classes, as you suggest they are.

PIERCE PRINTING COMPANY, Fargo, North Dakota.—The series of blotters for the Hull Insurance Agency are good, the unusualness of the appearance of the various units, effected by characterful lettering, being a big point in their favor, as it lifts them from the realm of humdrum.

THE CAYUGA PRESS, Ithaca, New York.—The several folders you have issued to advertise your service in the production of fine printing are in themselves examples of that product. Design is characterful and

unusual, as well as striking, and typography is invariably legible and pleasing.

B. F. EMERY COMPANY, Philadelphia, Pennsylvania.—The booklet, "John Fitch's Steamboat," is interesting and pleasing in appearance, and is executed in excellent taste in every respect. The cover is quite unusual in design and color treatment. It is reproduced.

CLAYTON E. NOGLE, Zion, Illinois.—Specimens both of typography and hand lettering are high class in every particular. Design is along the lines of the early religious printing and therefore in thorough keeping with the nature of your work, which is mainly along religious lines.

REIN PRINTING COMPANY, Houston, Texas.—"Good Will, 1921" is an attractive folder, executed in good taste in all respects. The title lines on the first page appear too small in proportion

to the page size. The blotters, printed in colors, on colored (clouded) stock, are also excellent.

J. L. MACLACHLAN, Vancouver, British Columbia.—Even though bold, the mailing tag for Smith, Davidson & Wright is striking, and not displeasing, because of the uniform black tone throughout. The lines, however, are too closely spaced, and an effect of confusion is apparent on that account.

HAYWOOD H. HUNT, San Francisco, California.—The folder, "A Bit of Old Chinatown," is one of the most attractive pieces of printing we have seen in some months. The effect of the title page is decidedly unusual, an orange colored label being printed in gold and black and tipped on to the Japan stock.

HAROLD CONWAY, Rochester, New York.—The calendar for the Arrow Printing Company, featured by an illustration in six colors from hand cut linoleum blocks, is striking and unusual in appearance. The workmanship throughout is excellent, all the more remarkable in view of the fact that it was produced "in a rush."

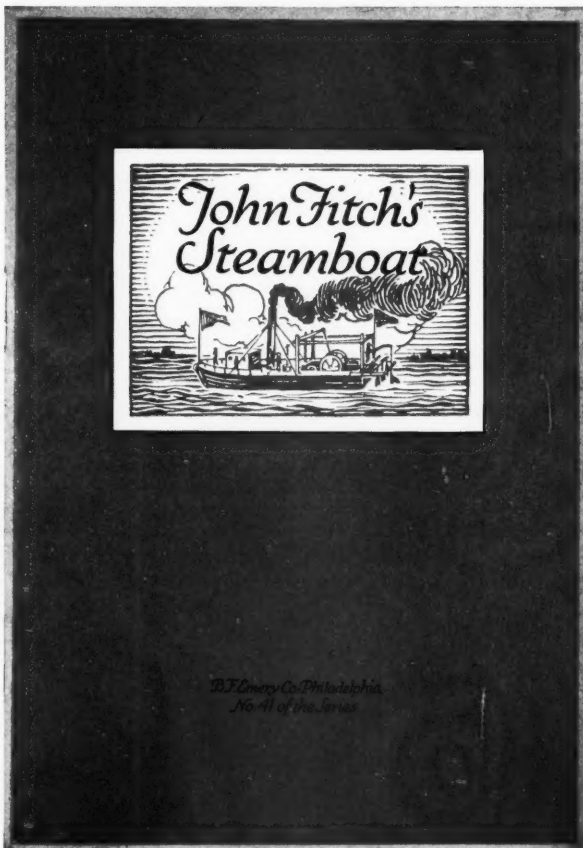
EMANUEL KLEIN, Brooklyn, New York.—The folder, "From the First Day to the Last," is exceptionally neat in appearance. The possibilities for attractive results from simple methods are indicated by the title, where the simple type lines, printed in black in a blind stamped panel, create an effect that is at once dignified, neat and pleasing to the eye.

NEWS PRINTING COMPANY, Charlotte, North Carolina.—Favorable comments that have been made on your new letterhead are warranted, for it is very attractive indeed, especially as regards the design. The color combination is a little too warm, perhaps, but there is a softness about it that makes it very agreeable in spite of the warmth of tone.

THE WILLIAM I. MARSH COMPANY, Chicago, Illinois.—The program booklet produced by you for the Sixth Annual Sales Conference of the Chicago Paper Company is rich looking and effective. Stocks, design, typography, colors and printing represent excellent taste and fine talent on the part of those responsible for the production of this notable piece of work.

WALCOTT BROTHERS COMPANY, New York city.—Your calendar scores high in effectiveness and beauty. The illustration ornament, printed in gold and embossed on the deep green cover stock used, creates an effect that is at once rich looking, beautiful and striking. Workmanship is above the least reproach, meaning that we can not see a way by which improvement could be made.

FRANK S. LIVERMORE, Fitchburg, Massachusetts.—Specimens done by students under your direction at the State Normal School Practical Arts Press are delightfully pleasing. So excellent is the design and display that we find it hard to believe they



Cover of an attractive advertising booklet, written and prepared by Robert F. Salade for the B. F. Emery Company, printers, Philadelphia, Pennsylvania. The solid panel background was printed in drab, the signature lines at the bottom and the lines of the title, as well as the rule around the title, were printed in black, and the illustration in deep red. The effect in the original is particularly inviting.



A number of years ago, C. R. Beran, then of Denver, was a prominent contributor to this department, his work being at that time universally admired and copied. For a time we had not heard of or from Mr. Beran, but during January a fine collection of his excellent type display was received from San Francisco, where he is now a member of the firm of Johnck, Beran & Kibbee. The specimens in the group above are characteristic of his interesting style.

are the work of students having less than six hundred hours of experience at the printing art. Possibly they were set after layouts prepared by you.

The Bagpipe, Volume 1, Number 1, published by The Graphica at the Carnegie Institute of Technology, Pittsburgh, Pennsylvania, has made its appearance. Typography in Caslon is attractive and legible, and the design throughout is in excellent taste. Presswork, too, is good. We hope to receive *The Bagpipe* regularly, as the first issue suggests many fine things along the line of printing yet to come.

C. R. BERAN, about eighteen years ago, was the pacemaker among the typographers who contributed to and who read *THE INLAND PRINTER*. With Smith-Brooks, in Denver, he produced a quality of work that was copied from coast to coast, and one of those who found inspiration in his work was the present writer. Beran, in those days, strove for striking effects, and the results he obtained with type and accessories were little short of marvelous, often suggesting, because of the patterns he made with rule and ornament, the work of a commercial artist instead of a printer. For years we have not heard from Beran—in fact, some one, it seems, from the West told the writer he had passed away. Imagine our surprise and gratification upon the receipt from Mr. Beran of a collection of his work, done in the plant of Johnck, Beran & Kibbee, San Francisco, of which firm he is

a member. While the work is different from that which he did in Denver in the old days, being more in tune with the present day simple style, there is, nevertheless, in one or two of the specimens we have received a suggestion of the Beran of other days, and just for old time's sake, and for the benefit of those of our readers who have never heard of Beran or his prowess, we are reproducing several of his specimens. These suggest—at least some of them do—the general run of his work while in Denver when he was setting the patterns for the rest of us to follow. Come again, Beran, you can still do us a lot of good.

C. F. SKELLY, Altoona, Pennsylvania.—In keeping with the standard of specimens of your work that we have seen in the past, each and every specimen in your latest consignment bears evidence of

careful and intelligent workmanship. The ability—we should say the desire—to do the common printed forms uncommonly well is unusual indeed. Outstanding specimens in the collection are the card, "Hypocrisy," and the letterhead for the Nurses' Alumni Association.

A. E. KRAUSS PRINT SHOP, Columbus, Ohio.—You do an exceptionally fine grade of work. We believe your original arrangement of the inside pages of the Kreiser program would have been better than the change made by the customer, as then the program proper would have been held on one page and the announcement would have been featured. Of course the balance between the two pages would not have been so good as at present, unless, of course, the announcement were set in larger type. As to the location of the imprint,

"Steinway Piano Used," that seems immaterial. The business card for John J. Wildi, herewith reproduced, is quite the most striking and unusual card we have seen in recent months. The colors used, green and black, could not be improved upon in view of the large amount of space occupied by the items printed in color. The border for your own package label is quite too spotty and striking. It appears crude in comparison with the remainder of your work.

GEORGE O. MCCARTHY, Central City, Nebraska.—Turning cover paper into coin the way you do it—by printing Christmas cards on a large scale—is "good business." Certainly, to get

advertising
COPY & LAYOUT & TYPOGRAPHY

CITIZEN 7503 BELL MAIN 636



JOHN J. WILDI
with A. E. KRAUSS
PRINT SHOP

Wholly unusual, decidedly effective, remarkably interesting, is this clever professional card produced by the A. E. Krauss Print Shop, Columbus, Ohio. Original is printed in deep green and black on brown cover stock.

Program

I. Selection Central High School Orchestra

II. The Vision of World-wide Democracy - Arthur Silverman
 "For I dip into the future, far as human eye could see,
 Saw the vision of the World, and all the wonder that would be."

III. The Present Crisis Horace Whiteley
 "Once in every man or nation comes the moment to decide."

CLASS DAY EXERCISES

FIRST CLASS of NINETEEN
 TWENTY-ONE SYRACUSE
 CENTRAL HIGH SCHOOL

LINCOLN HALL
 Friday, January 7th
 EIGHT O'CLOCK

Marjorie Ehle
 Metcalf
 Cadman
 Mary Woods
 Hazel Cuddeback
 of the World Hagelorn
 Edwin Mackie
 as we caught
 it hold it high
 shall never die"

Rev. Bernard C. Clausen
 G. Carl Alverson, Principal
 Orchestra
 known by our deeds"
 Ford Tea Rose,
 Anna and Gold.
 Edwin Mackie
 Arthur Silverman

First Class of 1921

Clara Almond
 Eleanor Baker
 Herbert N. Baker
 Harold Bishop
 Florence L. Best
 Alice E. Brothman
 Mary L. Brown
 Helen Louise Chamberlin
 Frances Esther Cottrell
 Hazel Irene Cuddeback
 R. Sanford Dawson
 Marshall W. Day
 Gertrude A. Duman
 Bertha J. R. Dumes
 Marjorie E. Ehle
 Marion E. Fischer
 Katherine Gabrielson
 Helen M. Gary
 Angeline Louise Haigh
 George E. Handlin
 Marion I. Harris
 Alta V. Hawkins
 Mary C. Hennessey
 Duane H. Holmes
 Juliet Augusta Hopkins
 Ralph Smith Hunt
 Mary Johnson
 Sara Margaret Kau
 *Indicates an Honor Student

Howard Charles Kelen
 Eugene C. Kerley
 Joseph Kutz
 Ruth K. Leiermann
 Donald C. Logue
 J. Walter McKenna
 Edwin M. Mackie

Class Day Exercises

OF THE
 FIRST CLASS of NINETEEN
 TWENTY-ONE

VOCATIONAL HIGH SCHOOL AUDITORIUM
 Friday Eve., January seventh
 EIGHT-FIFTEEN O'CLOCK

Exceptionally neat program composition by Julius J. Hillsberg, Syracuse, New York, representing dignity and refinement thoroughly in keeping with the nature of the work.

out so many, so decidedly different, would tax the ingenuity of the average compositor to the limit, but we'll guess it was very little trouble for you, knowing, as we have for a long time, your ability to originate. The typography is interesting and the colors, quite generally, are well chosen.

JULIUS J. HILLSBERG, Syracuse, New York.—The specimens you have sent us are neat, and indicate, especially the program title pages, painstaking care in the arrangement of that beautiful type face, Caslon Old Style. The most attractive of the title pages is the one for the Class Day Exercises of the First Class of 1921, the ornament on which is printed in a soft blue tint. Several are reproduced above.

GEORGE M. GRAHAM, Chicago, Illinois.—Like the cards and tickets that were reviewed in a recent issue, those just received have a great advantage in attention value by reason of the unusual nature of their design. Such treatment is especially desirable in business cards, as, with so many done along conservative lines, one such as those that you do gets the eye and puts its message across much more surely and effectively.

THE BULLETIN PRINTING AND PUBLISHING COMPANY, Martinsville, Virginia.—Composition on the two Christmas cards is very good indeed. The green is too light and weak in tone on the one for the Martinsville Drug Company, which causes the items in red to stand out too prominently and brings out a difference in tone that does not look well. Whatever the colors used, they should balance in tone or value. The same is true of your own Christmas card, wherein, also, the blue purple which you have used is rather too strong.

THE THATCHER ART PRINTERY, Springfield, Massachusetts.—Your 1921 calendar is wholly unusual and thoroughly appropriate for a printer. At the

top of each large leaf is a quotation from Franklin set in large type in a decorative panel, printed in colors. The first page contains excerpts from Father Abraham's Sermon printed in Poor Richard's Almanac of 1757 by Franklin. Design, typography and printing throughout are in keeping with the highest standards of the printing art.

THE ALGER NEWS, Alger, Ohio.—The general design of your letterhead is satisfactory, it being arranged along simple lines. The type faces used are not attractive, in fact the one used for the main display line is positively ugly—a relic, a fancy style such as was largely used about the year 1890. The wide word spacing of the main display line—the name of the paper—is a fault that is emphasized, instead of minimized, by the use of the colons between the words.

A. B. HOWELL, Louisiana, Missouri.—Catalogues for Stark Brothers Nurseries & Orchards Company are high grade, remarkably so when one considers that they are all printed in large editions running up to 100,000. Presswork on the fruit illustrations in colors, some in four color process, is indeed remarkable. The apple illustration on the cover of the booklet, "The Story of an Apple," is the finest we have ever seen, and, without lettering or type of any kind, makes a remarkable and attractive cover.

T. N. FINCH, Washington, District of Columbia.—While, as you state, the use of an ornament at each side in the three column box heading makes a better effect because of the improved symmetry and balance, the use of the two ornaments makes it appear somewhat overdone. In other words, one ornament permits a better display of the type, and the effect, while

Telephone Wabash 2872


G · H · SEERY & COMPANY
 TYPOGRAPHIC DESIGNERS &
Distinctive Printing

Successor to The Hildmann Printing Co.

722-732 Sherman Street
 CHICAGO

CATALOGUES
 BOOKLETS
 PUBLICATIONS

Telephone Hyde Park 6242

 **The Princess Shop**
 GOWNS · WAISTS · LINGERIE
 and CORSETS · Made to Order

1500 East 54th Place
 CHICAGO

George M. Graham, with G. H. Seery & Company, Chicago, is particularly talented in obtaining novel and interesting effects with type and ornament. The upper card was printed in red orange, bright green and black on gray stock, the geometric squares being in red orange and the background to the initial in the bright green. The lower card was printed in black and light brown on medium brown cover stock, only the ornament appearing in the color.

not perfect, in so far as balance is concerned, is not at all bad. Choice between the two, however, is not governed by all important considerations either way.

GEORGE T. HAMILTON, New York city.—Specimens of the work of the Odets Printing Company sent by you are remarkably good in all respects. Typography, design, colors, presswork and papers are in excellent taste, and, in addition, the speci-

the beautiful cover, printed in green, black and gold on deep gray Sunburst cover stock. It surely makes a handsome book, and as such gives a mighty good impression of the company issuing it.

LANDERS, FRARY & CLARK, New Britain, Connecticut.—Your booklet of dealers' sales helps is striking in general, and the sales helps illustrated in miniature therein are of a high order of excellence. While it is usual to get up such forms in larger size

ferent only in the fact that in one six point rules are used for cutoffs while in the other three point rules are used, we prefer the one in which the lighter rules are used. As a strict matter of harmony the heavier rules are more in keeping with the bold types used throughout, although they increase the effect of congestion, by far the worst feature of the dodger. Of course in work of this sort large and bold types are a necessary evil, but that does not mean that the maximum of neatness possible under those restrictions is not desirable.

WALTER DRUMMOND, Topeka, Kansas.—The cover for the "Farm Account Book" is exceptionally well handled, considering the heavy copy. We do think, however, that by setting the lines in wider measure and by conserving white space elsewhere, you could have opened up the composition below the main display, which is crowded. The guest card for the Topeka Chamber of Commerce is not attractive, because the type faces used, Shaded Wedding Text and Copperplate Gothic, do not harmonize, and it is not legible because the composition is crowded and the type faces are not legible. The general tone, however, is good.

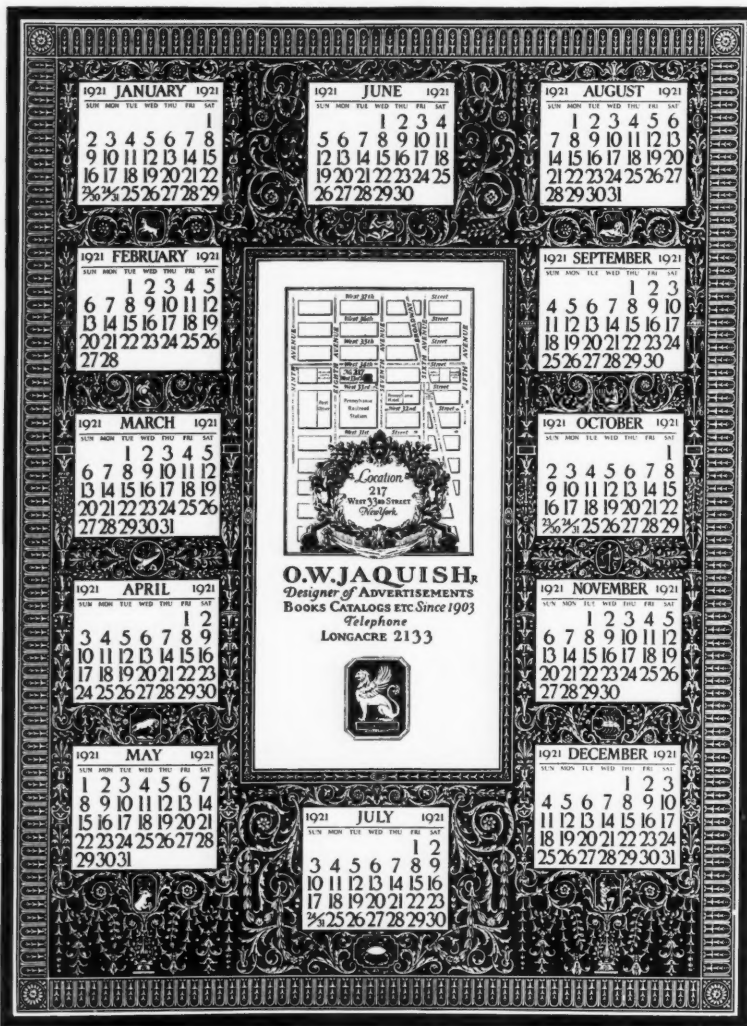
S. A. Cook, Arcadia, Louisiana.—In design and display, your blotter, "Quality Printing," is quite satisfactory. The large and legible type used makes it quickly and easily read. There is, however, too much of the warm color in the design, and massed practically in one place, its extent is emphasized. As the illustration, with lettered title as a part thereof, can not very easily be divided for the purpose of reducing the portion printed in the warm color, the only thing you could do would be to select a combination of colors more nearly of the same value and intensity. In proportion as a color is bright and warm the extent of its use should be reduced.

PERCY L. A. LINES, Seattle, Washington.—Specimens are well done in every particular, the blotters being especially interesting and attractive. You seem to know just how far to go in the matter of ornamentation. To our mind the most pleasing specimen of the lot is the business card for Peter F. Griffin & Co. The interesting type arrangement in connection with the blind stamped rule border forms an attractive and pleasing effect. The possibilities of blind embossing and stamping are only half realized by the great majority of printers, who would find in these processes ways of adding class and distinction to occasional forms. The folder, "Embossing and Engraving," is also quite interesting and attractive.

O. K. WISDOM PRINT SHOP, Spokane, Washington.—The envelope is striking and effective in an advertising way, an advantage possible in the typographic treatment of envelope corners that too few realize, judging from the number of conventional, cold and senile corner cards that we receive. The letterhead design is too scattered and lacks punch for that reason, as well as because important matter is set in very small type. Bring the different parts of the design closer together and emphasize the important points, and you will achieve better results. We prefer to have you see what you can do in following these general suggestions rather than to tell you exactly what to do. Let us see what you can do with it the next time you print letterheads.

THE EXPOSITOR PRINTERY, Wauseon, Ohio.—The cover for the roster and by-laws of the local Knights of Pythias is very good. Improvement would result if the bulk of the design were at a slightly higher point on the page, which could be brought about by closer spacing of the lines at the top and perhaps by setting the line "Wauseon Lodge" in type one size larger. Slight modifications of the colors would also result in improvement. The border in pale yellow would be better if slightly richer and deeper—say, for example, a rather strong buff, made by adding a little brown to the color used. The red used for printing the ornament has a purplish hue and does not go well with the blue used for the type matter. Better harmony would result from the use of vermilion.

REGINALD B. MELLER, San Francisco, California.—The brochure which was issued by F. W. Kratz, of your city, for the purpose of selling his fine package candies direct to individuals by mail, and which was designed by you, is interesting as to content and attractive in format. The drawings, because of the fineness of the lines and the general style of technique, have an effect quite suggestive of etchings, which effect is accentuated by the soft inks used in printing. You, as well as the printers, are to be complimented on the excellence of its appearance, while the H. L. Stilwell advertising organization deserves much praise for the effectiveness of the copy appeal. In all, Mr. Kratz can



O. W. Jaquish, Jr., the well known advertising designer of New York city, has evolved in his 1921 calendar, shown in miniature above, something entirely new. The decoration, it will be seen, is remarkably good.

mens have exceptional advertising value. In our opinion the most attractive specimen in the collection is the folder, "Prestige Follows Performance," done for Scheer and Meyer. In this remarkable example of effective type display white space shows with a vengeance what it can do.

O. W. JAQUISH, JR., New York city.—Your 1921 calendar is remarkably attractive, wholly different from any we have ever seen. The central panel showing the location of your studio is quite cleverly and accurately worked out, and the manner in which the map is combined with the decorative wreath containing your address makes the entire panel decorative. Our compliments on the execution of a really notable work in decorative design.

UNION BANK NOTE COMPANY, Kansas City, Missouri.—"From Tree to Trade" is a handsome booklet, an expression of the finest craftsmanship in every particular of its execution. The numerous halftones are exceptionally well printed and are given added interest and attractiveness by color tints printed in combination. But the most appealing feature of the book, to the writer at least, is

for the sake of the strong impression that size makes, the fact that the cover is in this instance so striking carries, we think, the same force that a larger book would carry if not so striking. The cover is decidedly impressive, the bright yellow lettering against the black background of the reverse panel standing out with an emphasis that commands attention.

L. C. YALE, Sabinsville, Pennsylvania.—The label for Kelts' maple syrup is weak and unimpressive. Bolder type, and roman instead of Copperplate Gothic, would have been better, and if set in lower case would have fitted the shape of the label far better than the extended style used. Plain rule would have been a better selection for the border. The illustration is appropriate and should be retained; the colors are good, and even as the design stands the tone is uniform and pleasing. The fact remains, however, that it is too weak and too severe for a label designed to be read at a distance and to sell the goods.

THEODORE T. MOORE, Sacramento, California.—Of the two dodgers for the Yat Sun Company, dif-

congratulate himself upon having set a high standard for other candy manufacturers to come up to in their advertising.

LOUIS A. BRAVERMAN, Toledo, Ohio.—As typographic designer for the Caslon Press you are doing exceptional work. No finer work, in fact, is being turned out in any plant within the writer's knowledge. Notable in your most recent collection is the booklet for the Commerce Guardian Bank, announcing a consolidation. Typography of text is beautiful, to say the least. The simple typographic letterhead for The Caslon Company, herewith reproduced, is a gem, which illustrates admirably the fact that the most beautiful effects in printing are to be found in simplicity.

STEPHEN S. OTT, Springfield, Ohio.—On the blotter conveying the Christmas greetings of the C. M. Bennett Printing Company, on which you specifically requested comment, we regret to say the good features are overcome by the faults. The blind embossing is neat and pleasing and the typography also is good. There are, however, so many colors, and they are so interwoven—the type matter being printed over the print of the illustration ornament—that the effect is confusing and bizarre. The advertising folders for the Bennett company are interesting and attractive in appearance and ought to prove excellent publicity. The letterhead for the Superior Spring Company is novel, attractive and forceful, but the one for the Quality Pattern Works is rather crude, not so much because of its design as because the type faces used are not attractive, and because they do not harmonize.

M. J. PAVLIK, Lamberton, Minnesota.—There is not the least question as to which of the two settings of the letterhead for the Lamberton Electric Shop is the better. It is the one printed in black ink. This heading has but one serious weakness. The line, "Farm Lighting and Power Plants," and the line below it, both detailing the line of business, should be larger, and with these might be included the lines at the sides, "Electrical Appliances of All Kinds" and "House Wiring a Specialty." We should prefer, also, to see the names of the firm members in roman instead of in italic capitals and these might well be set a size smaller. The other heading is a jumble. The designer set out to make a squared design whether or not the matter was suited to such an arrangement. The medley of italic capitals with a smattering of lower case and the rules and colons used to fill out short lines are confusing, to say the least, the more so since the lines are extremely crowded. Italics look inconsistent in squared groups.

GEORGE W. KINNARD, Pittsburgh, Pennsylvania.—All the blotters except the one for the Peoples Savings and Trust Company are good. That one is complex looking, due to crowding so many large capital letters in the space, as well as because of the rules used to separate parts of the display. Had lower case been used for the central three lines the rule divisions would not have been required. Had not the last line been so widely letter spaced, needlessly and purposelessly, the rule would not have been needed. It is hard to believe the same man designed and set this blotter who did the very good ones for the Producers Fuel Company and the attractive stuffers for the Commonwealth Trust Company. The display card, "Turn Your Spare Hours into Knowledge," done for the Department of Printing, Carnegie Institute of Technology, is indeed handsome. The excellence of the composition in Caslon is enhanced greatly by the illustration of the building occupied by the Department of Printing. This is a crayon line illustration printed in black over a tint block printed in buff, in which high lights are cut out.

L. N. CASHION, Winston-Salem, North Carolina.—The January 1 "Holiday Closing Card" for the Wachovia Bank and Trust Company is well displayed in the limited space of the small card. The red is a little dull, however, and the general effect would have been improved greatly had a brighter red been used. The menu folder for The Princess is satisfactory, but the general effect of the title page is too spotty for agreeable appearance. The unit border is quite too spotty, and the outline type used for the main display, which is printed like the border, in two colors, adds to this effect. The main display could have been lowered somewhat, while the matter above the ornament at the bottom should have been raised to a point near the main display and the matter at the bottom set in narrower measure and also raised somewhat in order to effect a more uniform and pleasing distribution of white space. Rather than set the line "Princess" on the back diagonally across the page we would have set the letters one on top of the other,

which would have occupied the space even better, and made equally as novel an effect without the disagreeable results in appearance that invariably follow the use of diagonal lines.

W. J. SYKES, Ithaca, New York.—The specimens you have sent us are, on the whole, very good indeed. The title page, "Industrial Creed," would be more pleasing in design if the four squared lines below the title line were set in narrower measure in

distance. The remaining specimens, for the most part blank forms, are satisfactorily handled.

J. PETERSON, Anchorage, Alaska.—We have on several occasions received for review newspapers published in Alaska, but this is the first instance of the receipt of job specimens from America's territory in the Far North. The work is commendable, too, simplicity of design being the general rule, although in two instances—the title page of the

Offering to Advertisers A COMPLETE SERVICE—Plans Copy-Designing Typography Engraving Printing Binding

THE CASLON COMPANY

OPERATING THE CASLON PRESS

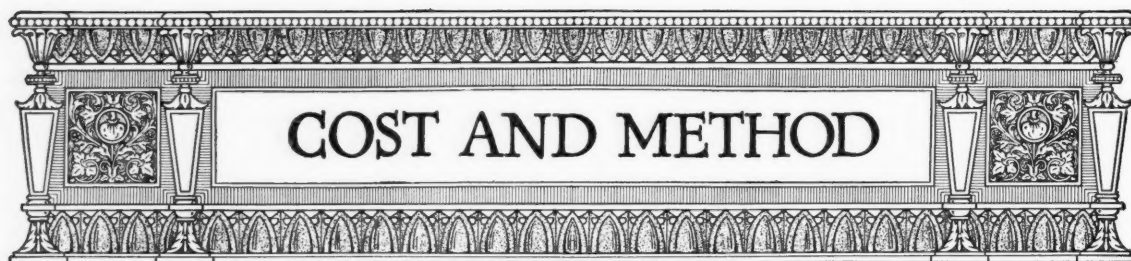
3101 MONROE ST. TOLEDO OHIO



That simplicity of arrangement and color treatment can be depended upon for most attractive effects in plain type printing is emphasized by the letterhead above, designed by Louis A. Braverman, with the Caslon Press, Toledo, Ohio.

order to conform more nearly to the page proportions. This would also provide a more pleasing distribution of white space throughout the page, as more of the space from top to bottom would be taken up and less at the sides. The ornaments at both ends of the headings on the text pages of the program booklet for the B. P. O. E. detract from the appearance of the page and serve no useful purpose in shaping up the type groups. The geometric squares printed in yellow do not add in the least to the appearance if, indeed, they do not materially detract; they are at least superfluous. The page, "Now, Then," is attractive in design but is subject to improvement in several ways: The body matter should have been in lower case instead of in capitals. The group should have been optically centered instead of centered according to the long line. You will note that, as a whole, the group of body matter appears too far to the left. To be properly placed the last line, which is the longest, should be within about a pica of the border at the right side. We believe a display page such as this, designed to be hung up, should be set in larger types so that it could be read at a greater

menu for the Thanksgiving dinner of Company B and the cover for the menu of Company B's Christmas dinner—you have used too much decoration and have so arranged the type matter that the effect of the whole is quite complex. The title page of the booklet is not well designed, being too heavy at the bottom. The bulk of a design should be about two-thirds the distance from the bottom of the page and it should by all means be above the center of the page, which it is not in this instance. A novel feature of this program is the use of photographs in lieu of halftones, and, in contrast to the general rule when photographs are used, these are not tipped on but are grouped and photoprinted on paper the exact size of two leaves, four pages, and bound in the booklet exactly as if printed. The effect is excellent. The folder, "Our Guests," containing the names of prominent men who visited Anchorage with the American fleet, is perhaps the best specimen in the lot, although the card for the Third Annual Ball of the Elks is decidedly pleasing. We extend our compliments on the work you are doing and hope we may have the pleasure of seeing more of it in the near future.



COST AND METHOD

BY BERNARD DANIELS

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

The H. C. of L.

During the last few years we have grown accustomed to seeing the letters forming the caption of this article in our daily, weekly and monthly journals of all descriptions, and immediately form a decision as to what they mean; but this is the time you are wrong. It doesn't mean what you think at all. It means something that it is up to you to prevent, while the thing you are thinking of is entirely beyond your individual control.

In this case the H. C. of L. is the "high cost of leaks" in your plant, those little leaks that have hitherto escaped notice, or which if noted have been considered too small to pay much attention to. Here are a few of these; after which you will be able to think of many others:

The waste of time of workmen because the instructions are given orally instead of being properly entered in full upon the order sheet or instructor. Can't be done! Oh, yes, it can be done, and is being done to the big profit of several plants we know. It is absolutely necessary that the one who takes an order for printing find out exactly what the customer wants, and it is equally necessary that he make some note of it to prevent forgetting the details. It will not take any longer to note all the instructions on a properly prepared blank. It will save the time of the order clerk listening to an explanation, the time of the foreman listening to an explanation, the time of the compositor and the pressman and the binder listening to explanations. It will save the time of at least four people and will take only a few minutes' time of one person. Just look it up in your shop and see what it would save you in time, to say nothing of the loss entailed in correcting errors due to misunderstandings.

The loss of time in the composing room because jobs are given out with copy that is not properly prepared and marked, requiring the compositor to waste his time and that of the foreman in having questions settled or in making alterations due to wrong interpretations of what is wanted.

The loss of time through lack of coöperation between departments, whereby the pressroom has to make unnecessary washups and extra make readys because a wrong succession of jobs is allowed.

The loss of time and labor in the bindery when jobs are not planned to fit into the facilities and not received in time for the best use of those facilities. Last minute jobs that call for stopping everything to get them out cost greatly in excess of the correct and the estimated figure.

Now that the printing business is coming back to normal and we have a buyer's market, these things — these leaks — become more important and may mean the difference between a fair profit and an actual loss on estimated work.

It will be only a short time until the business public will again realize that the only way to secure the maximum of business at profitable figures is to advertise liberally — by the way,

the printers should take that truth to heart — and there will be plenty of business for all printers; but it will be at competitive prices. Such being the case it will be the part of wisdom for printers to look carefully over their shops and offices and see how many of these insidious leaks have come into existence during the era of boom business, and take immediate means for the stopping of them.

The high cost of leaks is the most important subject before the house today, and the wise members will vote to give it right of way and usher it out by a systematic plugging of each individual leak. It is the one H. C. of L. that the individual can control.

A Composing Room Problem

The modern tendency of the printing office to include a type caster, either as an independent machine or as a part of the machine composition equipment, has led a reader to ask whether such a machine should be considered as part of the composing room equipment or as an independent department.

There are many reasons why it should be considered an independent department, but it will be necessary to mention only a few of them to convince the thinking printer of the correctness of this method.

Up to a few years ago the principal equipment of the composing room was type and other material purchased from the foundry and used until it was considered worn out; but since the introduction of machines for making type in the printing plant there has been a growing tendency to use the type only once and discard it. This has been the cause of much worry to some printers who realize that the type so used and discarded is really a charge or cost to the individual job upon which it is used, but who have failed to find any adequate method of definitely isolating the cost of the type actually used on the job, and have hesitated to make a guesswork charge that might be unjust.

In the last edition of the instructions for handling the Standard cost finding system the Cost Committee of the United Typothetae has advised that the casting machines be kept as a separate department and the hours used in making type for the hand composing room be charged to that department as a direct department expense and thus distributed over the hand composition.

This will prove to be a just method, as the cost of casting is very nearly proportional to the quantity cast, and the actual use would likewise be proportional to the actual amount of composition. In a few cases where a large amount of type is cast for a particular job it will be best to charge it direct to that job. In either case the caster would receive credit for the productive hours, and the total of charges to jobs and to the composing room would equal the total number of productive hours of the typemaking.

By this means, also, type made for a fellow printer would be charged to a job number and billed to him at a profit plus

the price of the metal. Of course the type made for use in the plant would not have to carry a charge for metal, because it would all return to the caster again to be recast.

This simple method of handling the caster as a department solves the many difficulties that have been worrying many others besides our correspondent, and makes it easy to determine just what the actual cost is and the great saving of non-distribution over the old way.

The Cost of Inefficiency

The cost of inefficiency is something that has never received the attention it should from printing office executives. Had it done so, many of the difficulties of composing room management would have been removed or greatly ameliorated. This is brought to the front at this time by a request that we tell a correspondent just how much or what proportion of the time of a compositor or operator should be taken up with corrections of the class usually marked on the first proof.

While perfection is considered as unattainable by human beings, it is possible to approach it much more closely than the average person does; and this is as true in regard to composition as in any other action or endeavor. We have heard of cases where a good compositor has gone for a week at a time without any marks on his first proofs of jobwork, and only this week we were told of a case where a keyboard operator set seven galleys of intricate matter in fifteen em measure without a single error, although her speed was above the average. Possibly the correctness had something to do with the speed, for a person who can work with confidence usually works faster.

But this does not answer our correspondent's question: "How much time should be allowed for correction?"

In an ordinary job composing room the time for corrections should not exceed five to seven per cent of the composition time, if copy has been properly prepared and correct instructions given as to style, etc. On machine set matter the corrections will amount to but little more under the same conditions. The great trouble with machine matter is that the call for speed is so insistent that errors are sure to be more plentiful.

Is there a remedy? Yes. First, the careful preparation of copy and insistence on its being typewritten and free from numerous interlineations and corrections. Second, the training of compositors and operators in the thought that errors are a disgrace and a sign of the inferior workman. We can remember how in the old hand set days a compositor who set a dirty proof was so ashamed that he would stay after time and correct it rather than have his fellow workers know of it. Perfection comes by careful training, as is evidenced by the musician whose reputation rests upon his correct execution.

Getting the Most Out of a Machine

There are two things necessary to get the most out of the equipment of your pressroom or other mechanical department. The machinery must be adequate and must be adapted to the work to be done; and the workers must not only understand the machines but also like them. It is possible to get a fairly good output from an inadequate machine when run by a man who really likes the machine and who will put a big part of himself into the work; but that same man will do a great deal better with a machine more suitable, provided he does not dislike it.

But under no conditions can a maximum output be obtained from the best machines ever built if they are not suited to the work or if the men who are running them are not fully sold on the machines and want to run them for the pleasure of running them more than for the pay. The best machine in the world is a poor investment when handled by a man who does not

care. Consider this in buying equipment, and decide at the same time whether you are going to have the man who does care; otherwise do not base your expectations of results upon the claims of the manufacturers, for their experience is gained by watching men who do care.

The first step toward getting the most out of a machine is the enlistment of the interest of the operator in doing the best possible with it, and this is one of the things that so called modern efficiency has made harder. Years ago the man who operated a press or other machine did so continuously and learned to think of it and call it his machine, and actually learned to know its moods and peculiarities; for machines do have moods, notwithstanding the ideas of the experts. Where a man is only one of the force and his machine only one of the total number, he can not achieve as much with it as when he arrives at the stage where he affectionately regards it as a sort of personal tool.

To get the most out of a machine you must put the right man on that machine and keep him there, and humor him to the extent of keeping his machine in good repair. If you will do this you will not have to set tasks and make ironclad rules as to methods of handling. No two machines ever did require just the same handling, and never will, even though they have been built in batches and are apparently alike.

USING GRAPHIC CHARTS TO INCREASE PRESSROOM PRODUCTION

BY WARD R. HYDE



THE mere compilation of records, and especially records regarding production or output, does not go far toward increasing the efficiency of your plant if these records are kept in the fastness of the business office. In the average job printing plant, the measure of production is pressroom output; in other words, sold impressions. Even before installing the standard cost system, we had made more or less effort to keep track of daily pressroom production, so when we had accessible, from our cost system records, an accurate daily report of the output of each press and of the pressroom as a whole, we began to devise ways to use these records to our better advantage.

Our first plan was to present for the inspection of the proprietor each day a condensed report of the pressroom for the preceding day, a table giving the output of each press, the total output for the day, the total number of running hours, make ready hours and idle hours, etc. The variations in these records from day to day were more or less astonishing at first, and, it might as well be said, would still be astonishing if we were not more familiar with them now because of having seen them for a longer period of time. Comparison of these daily records soon convinced us that there was a great deal of improvement possible in our pressroom production. The variation in output from day to day, while excusable in a measure, was so great as to suggest that some means be devised of striking a more nearly efficient average.

The first point that occurred to us was "Do you suppose the pressroom employees know that there is so much variation in their daily production? Do you suppose they realize that with a very little more attention to their work at the right time and with a little more determination to turn idle time into productive time, they can make a wonderful increase in their daily output?" We decided that our pressroom employees did not know this or realize that there was so evident a variation in the product of their day's work as the records proved, so our first decision was to put before them every day a record of their previous day's work.

Then came the question of how best to present this record. Mere figures on a board mean altogether too little and get scant attention, because they are hard to read and are uninteresting in form. So we decided to adopt the graphic chart method of presenting these records.

The graphic chart has the advantage of visualizing the figures. Thus 30,000 impressions and 15,000 impressions as mere figures do not suggest the fact that there is a difference of one hundred per cent between them as strongly as does a graphic chart, which shows clearly that 15,000 impressions is just one-half as far up the chart as 30,000 impressions. No sooner had we placed our chart in position in our pressroom than the employees began to watch it, and each morning, as the previous day's record was tabulated and charted, the interest grew.

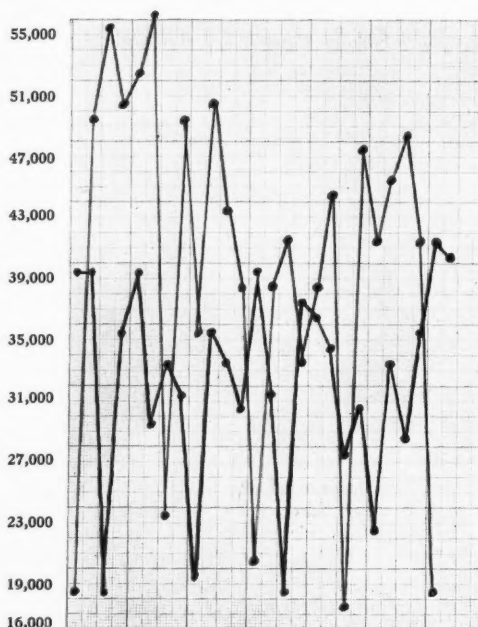
Very soon we conceived the idea of charting two months on the same sheet by using different colors of ink for each of the two months' records, and we found this an excellent idea, as the day's record for the previous month suggested in itself a mark to be reached or a record to be broken.

We purposely made our chart end at a point in total impressions that we knew could be reached. While this will occur but seldom, with favorable conditions it is possible to make the day's press record "go over the top." Naturally when it was discovered that this could be done, interest in doing it was awakened of its own accord, and before long the result was achieved, the pressroom record "went over the top" with 3,000 impressions to spare! Having accomplished the feat once it was a stimulus to try it again every time conditions promised to be favorable, and the feat has since been duplicated and some pretty high peaks produced as well, as marks to shoot at on the corresponding day of the following month.

The success of the daily graphic record of press impressions soon suggested the advisability of supplementing this with a monthly chart, showing the record by months as a whole. This record shows clearly the tendency of our pressroom production, for while the "peaks and valleys" are not so abrupt and pronounced as on the daily record, the tendency of the pressroom toward increased or diminished output is more clearly shown.

Our success in visualizing our pressroom records by means of graphic charts has been the means of inducing us to extend

this form of showing relative values to our accounting system as well, and we are now engaged in charting all of our accounts in this manner, believing that the result will show to us, as



Graphic Record of Press Impressions for Two Months.

Month of April, 1920, Shown by Light Line;
Month of May, 1920, Shown by Dark Line.

Note that the very low points on the chart are at intervals of six days apart. This is because the plant operates only half a day on Saturday. It might be interesting to note that as a usual proposition the pressroom output on Saturday is never as much as one-half of the production of other days.

mere figures never could, the relative values and tendencies of our business history as drawn from our books.

With these records clearly brought to our attention, ways and means to better the conditions which they evidence will suggest themselves. This, of course, is the purpose of making such records, that a study of what they show will suggest means that can be taken to better the output of the plant and improve the condition of the business.

THE VALUE OF LOYALTY

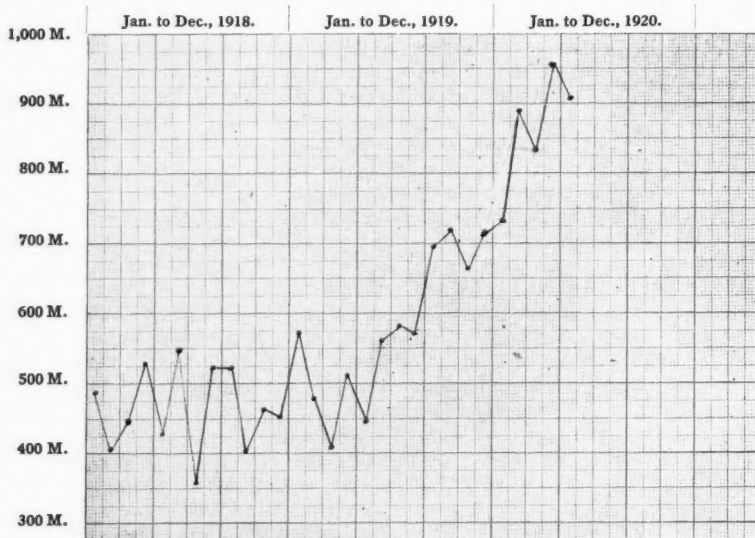
The longer I live, the more I value loyalty. When I was young I had the silly notion that loyalty meant being obedient to someone else.

In those blundering days of youth, I thought that the greatest thing on earth was independence.

Today, after many hard lessons, I know that loyalty — sympathetic, intelligent loyalty — is one of the most valuable virtues that a man can have.

Unless you are loyal to others, no one will be loyal to you. If you are an employer, you must be loyal to your workers. If you are a worker, you must be loyal to your employer.

No success — no lasting success — can come to any firm unless there is loyalty on both sides.—Herbert N. Casson.



Graphic Record of Total Press Impressions Per Month.

There is a decided increase in pressroom production in March, April, May and June, 1920, over any preceding period. This is partly due to the fact that a new cylinder press was installed the latter part of December, 1919. January and February production was not materially greater, but in March and since that time a considerable increase in production is shown. The increase in average pressroom production between May, 1919, and December, 1919, is in part due to added business, but greater efficiency enabled the plant to take care of the extra business by getting more production.

Collectanea Typographica

By HENRY LEWIS BULLEN

The Author to His Readers

Farewell my little booke, and tell thy friends

The deluge of the deep confusion ebbs;
Then shew thy leafe to all, but haile the best,

And safely leave it in their holy hands,
That will uproot thy language, cleere thy sense

As matter but of meere preeminence,
Yet as the starre that onward bringes the sunne,

Thou hast perfection where thy light begunne:

This tell thy friends, and little booke farewell.

—Alex. Top (1603).

* * * *

THE above verse is preface to "The Olive Leafe or Universall Abce, wherein is set forth that creation, descent and authoritie of letters, together with the estimation, profit, affinitie of declination of them, for the familiar use of students, teachers and learners of what chirography soever most necessarie; by two tables, newly and briefly composed, charactericall and syllabical." In short, the first attempt at a universal alphabet, a fact carefully concealed to readers of the title page. Read the verse again, and its meaning becomes clearer.

* * * *

The Greatest Printer

IN the January issue of THE INLAND PRINTER there is a biography of Aldus Manutius, which every true printer should read, in order to learn how tremendously influential a printer may become through the use of his types and presses. In that biography the readers were advised to read the estimate of Aldus' achievements written by John Addington Symonds, the authoritative historian of the greatest of all reformations, the Renaissance; but to the end that no one may have an excuse for not knowing how greatly Aldus is entitled to honor by all men, and more especially by printers, we reprint here part of Symonds' chapter on Aldus:

In tracing the history of Aldus' enterprise, I have been carried beyond the limits of the

6-7

period included in this chapter. Yet, I knew not how to describe the activity of the printers in Italy better than by concentrating attention upon the greatest publisher who ever lived. Aldo Manuzio was no mere bookseller or printer. His learning won the hearty praises of ripe scholars, nor did any student of the age express more nobly and with fuller conviction his deep



Paul Manutius, Printer (1512-1574), Son of Aldus Manutius.

In the January, 1921, issue of THE INLAND PRINTER there is a portrait of Aldus Manutius. This is a portrait of his youngest son, who succeeded his father as head of the Aldine printing establishment in Venice. He also printed in Rome. He maintained the reputation of his House both for the quality of its printing and the high literary standard of its publications. As a scholar he was the equal of his father. He was the author of several important books, some of which are yet in demand among students of the classics.

sense of the dignity conferred by learning on the soul of man. That he was amiable in private life is proved by the intimate relations he maintained with humanists, than whom even poets are not a more irritable race of men. To his fellow workers he was uniformly generous in pecuniary matters, free from jealousy, and prodigal in praise. Seeking even less than his due share of credit, he desired that the great work of his life should pass for the common achievement of himself and his learned associates. Therefore he called his Greek library the fruits of the Neacademia, though no man could have known better than he did that his own genius was the life and spirit of the undertaking. His stores of MSS. were as open to the instruction of scholars as his

printed books were given liberally to the public. "Aldo," writes Erasmus, "had nothing in his treasury but what he readily communicated." Those who read the estimate of his services to learning made by eminent contemporaries, will find the language of Nicholas Leonicensius, Erasmus and Francesco Doui not exaggerated. But, in order to comprehend their true value, we must bear in mind that until the year 1516, when Froben printed the Greek Testament at Basle, none but insignificant Greek reprints had appeared in northern Europe. Finally, what makes the place of Aldus in the history of Italian humanism all important is the fact that, after about 1520, Greek studies began to decline in Italy altogether. As though exhausted by the enormous energy wherewith Florence had acquired and Venice had disseminated Greek culture, the Italians relapsed into apathy. Posterity may be thankful that their pupils, Grocin and Linacre, Reuchlin and Erasmus, the Stephani (the printers) and Budaeus (likewise a printer) had by this time transplanted erudition beyond the Alps, while Aldo had secured the literature of ancient Greece against the possibility of destruction.

* * * *

Plantin Honored

THE fourth centenary of the birth of Christopher Plantin was observed in Antwerp on August 8 and 9, 1920. The chief guests were the Minister of Science and Arts of Belgium, the Governor of the Province of Antwerp, the Burgomaster of Antwerp, Count Charles Moretus and Count Rodolphe Moretus de Bouchot, the two latter being lineal descendants of our great printer. The rectors and librarians of the Universities of Gand, Liège, Louvain, and Brussels constituted an honorary committee. There was a reception in the city hall on the evening of August 8, with addresses by representatives of foreign countries and Belgian savants. On August 10, at 10 A. M., there was a memorial service, with addresses. Maurice Sabbe, director of the Plantin-Moretus Museum, spoke on "The Antwerp Printers Before and After Plantin"; Henri Pirenne, rector of the University of Gand, on "The Economic and Moral Importance of Antwerp in the Time of Plantin"; Rev. P. Born Bruitwagen, editor of *Het Boek*,

on "Plantin's Life and Work"; P. S. Allen, representing the University of Oxford, on "Plantin's Circle," and Abbe Lefranc, representing the University of Paris, on "The Inspiring Influence of Plantin on France and His Influence in General on the Ideas and Literature of His Time." In the evening, in the court of the Plantin-Moretus Museum, there was a concert of chamber music of the sixteenth and seventeenth centuries. The program of this concert was the chief souvenir of the celebration. The frontispiece of the program is a reproduction of a copperplate engraving in honor of Plantin. Then follows a short essay on the musical publications of the Plantin press. Of the sixteen musical selections, several were first printed in the Plantin establishment.

The celebration was reported liberally in the newspapers of Belgium and Holland, and in the publications of learned and literary societies throughout Europe.

* * * *

A Book Worth Buying

HISTORY OF JOURNALISM IN THE UNITED STATES, by George Henry Payne, New York, 1920; sm. 8vo, pp. 453; for sale by The Inland Printer Company.

MR. PAYNE has written his history on broad lines, dealing mainly with the influence of the journalists rather than with the machinery used to effect their good or bad work. There are but few works on this important subject, and this is the first that gives us a coherent view of the evolution of the power of the journalist in the United States. The narrative is told in a very interesting manner.

It is *Collectanea's* opinion that the day has passed when journalists will ever again be as influential as they were down to and through the Civil War period. The editorial has lost its influence because the public is unaware of the motives underlying editorial utterances, or suspects them. We buy newspapers now to get the news. *Collectanea* reads what we believe to be the best news reporting newspaper in America. This journal has the largest circulation, which it maintains because of its superiority and conscientiousness as a newsgatherer, unassisted by vulgar comics, syndicated stunts and other claptrap, yet its editorial opinions are in general the opposite of *Collectanea's*, and (we think) of fully two-thirds of its readers.

It is a fact that during the period when journalists, as such, were greatly influential as leaders in local, national and reformatory affairs, most of them were graduates from the type case. The first newspaper attempted in the British American colonies was edited and printed by Benjamin Harris, printer and author

of the extraordinarily popular *New England Primer*, of which millions of copies were sold. Following Harris we have James and Benjamin Franklin, William and Andrew Bradford, James Parker, John Peter Zenger, Thomas Fleet, Daniel Fowle, Benjamin Edes, Isaiah Thomas, William Goddard, John Holt, Benjamin Franklin Bache (Franklin's grandson), Mathew Carey, William Duane, Benjamin Russell, Joseph Greenleaf, Philip Freneau, Buckingham, Joseph

appointed editor of the newspaper they were producing.

Gradually the mechanic idea of printing prevailed; the printers neglected their own education of the head while acquiring an easier facility in machine minding; until finally in editing and publishing they were made subservient to outsiders who usurped the professional duties of the printers. Today the occupation of selling books and newspapers—the occupation of publishers and circulation managers—is more honorable and better paid than the occupation of producing the things they sell. They are peddlers, but they look down on the printer. And all for the lack of necessary education in the profession of printing! In the Revolution, the printers Franklin, William Bradford, Benjamin Edes, and Isaiah Thomas ranked in public estimation and in patriotic services with the Adamses, Patrick Henry, Jefferson and Hamilton; they needed no middlemen to do the brainwork or the selling of their newspapers.

What is the result of the reversal of this latter condition? The first essential of success at the polls of a candidate for the office of mayor of the city of New York is to have all the newspapers oppose him vigorously! In Chicago the same condition is found.

* * * *

Coöperation

IN San Francisco there is the "Commercial Artists' Association of the Bay Cities." It has thirty-nine members. It issues a right worthy organ, *The Commercial Artist*, exhibiting the work of the members and containing good literary contents. It is a respect inspiring advertisement for a fine group of artists, coöperating for mutual benefit, "one for all, and all for one." This is an admirable spirit; it promotes good fellowship and good profits. Every issue of the organ has a directory giving the address and the specialty of each member. This sort of advertising is courageous. It can not fail to promote the demand for artwork, especially Californian artwork, and all will benefit. *The Commercial Artist* has made us admire its supporters. Doubtless that is what they print it for.

* * * *

CRAFTSMANSHIP can never be overcome by mere machines made of iron, steel and wood. Brainage, properly applied, and deft fingers, correctly guided, can never be supplanted by any thoughtless material.—*The Thinker*.

* * * *

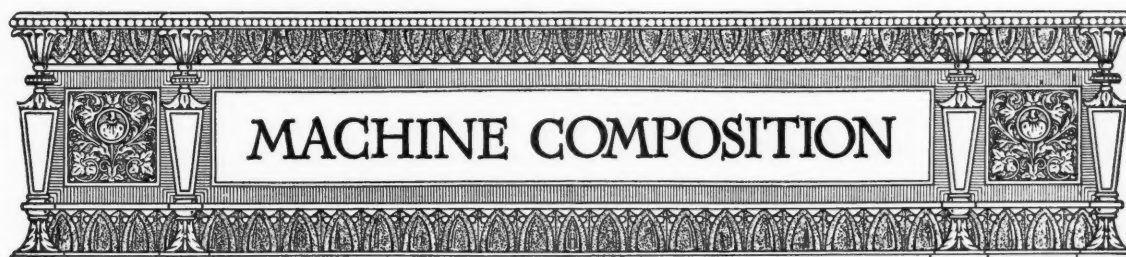
I saw a man who thought the world owed him a living. He was waiting for the world to pay.—*A Booster*.



Balthasar Moretus I., Printer (1574-1641), Grandson of Christopher Plantin.

In the September, 1920, issue of *THE INLAND PRINTER* a portrait of Christopher Plantin (1520-1580) was printed. In the November, 1920, issue there is a portrait of Jean Moretus I., son in law and successor of Plantin. Balthasar Moretus I. was the son of Jean Moretus I. and Martina Plantin. He succeeded his father as head of the renowned Plantin-Moretus printing establishment. He carried the business to a greater success. This portrait is a reduction of a portrait on copper by the celebrated engraver, Cornelius Galle. On the committee of the fourth centennial celebration of the birth of Plantin, a report of which is printed here, there were two direct descendants of Balthasar Moretus I. The family was progressively prosperous and prolific. In 1858 a genealogy of the descendants of Christopher Plantin was printed. It is a large quarto and contains 372 pages.

Gales, Duff Green, Thomas Ritchie Niles, William Lloyd Garrison, Joseph Medill, Horace Greeley, Samuel Bowles, Thurlow Weed, Edwin Cowles, and scores of other names less celebrated but all potential influencers of public opinion in their respective spheres of action. All of these men had set their types and pulled their presses while the affairs of the world were occupying their minds. Well into the second quarter of the nineteenth century the belief prevailed that editing, printing and publishing were all functions of one profession, and on one occasion in Washington the printers struck because a non-printer had been



BY E. M. KEATING

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Wants to Mix Stereotype Metal to Use in Machine

A Michigan publisher writes: "We have on hand a ton of old stereotype metal which we want to use in our linotypes. We are told that an addition of two per cent of tin will put the metal in shape. Will you kindly let me have your views?"

Answer.—It would be a hazardous operation for you to risk so much metal on a guess. We believe the only way to determine with any degree of exactness how much tin and antimony your metal needs is to melt it up and stir thoroughly, then cast up a few pigs, and send a small one to your dealer, telling him by exact weight how much metal you have on hand. He will be able to tell you just how much tin and antimony you require to give the proper mixture. This he will send you with directions how to add to your present supply.

Slug Shows a Smooth Base

An Illinois operator writes: "Lately slugs from our machine, which is equipped with a gasoline burner, show slick on the right hand end. This is, I believe, due to improper lockup. I should like to know whether you think it likely this improper lockup is caused by incorrect adjustment of the pot legs or by uncertain heating of the mouthpiece."

Answer.—From the description you furnish we are unable to state the cause of the smooth bottom on the slug. You can, however, make certain as to the cause by making an ink test of the lockup. Clean the back of the mold free from all adhering particles of metal, remove the back mold wiper, and clean pot mouthpiece. Place a thin, even coating of red ink on the back of the mold and allow the cams to make a complete revolution. Examine impression on mouthpiece and determine if the right side gives a weak lockup. If you find it is weak you may advance the pot leg on that side. If you have forgotten the procedure of this operation, it is as follows: (1) Loosen bottom screw of pot leg; (2) loosen back screw; (3) turn in on front screw; (4) repeat test to verify change of adjustment. When you find that the lockup is uniform, tighten lock nuts on all screws. If you find that the lockup is even and the bright bottom continues on slug, it is quite possible that the heat of the mouthpiece is below normal.

Overhang of Character on Slug Not Due to Liner

An Ohio operator describes several troubles but does not go sufficiently into details to enable us to help him in some of the questions. He is evidently unacquainted with the use of graphite.

Answer.—Dixon's graphite No. 635 is recommended for use on machine where graphite is needed. See page 30 of "The Mechanism of the Linotype" for reference to graphite. In regard to the slug you sent, it measures .144+ inch on each end, and is therefore a trifle over ten points thick. It is practically even in thickness. The overhang on the left end is not due to knife adjustment. You can correct it in a few moments. Loosen the screw above the bushing in the vise jaw, left hand,

wedge bracket (E-761) and turn in a trifle on the bushing (E-582), then cast another slug and observe overhang. When you have made the proper adjustment, the face of slug will be flush with the slug body, then tighten the screw and do not touch it again. You stated in your first letter that you had trouble with the overhang when using an eight point liner, but you sent us a slug cast from a ten point mold cell. You should have sent a slug from each size mold cell with the identical line so that we could make comparison. However, the trouble is not due to liner as applied to a ten point slug. As you have not enlightened us further on the trouble in assembling elevator we are unable to help you as much as we should like. We believe that much of the minor trouble can be corrected by the operator if he will study the difficulty more closely. It would be presumptuous on our part to attempt to tell you what to do unless we had been given a clear description of the trouble.

Back Squirts May Be Due to Low Temperature of Metal

A Nebraska operator describes troubles he is having with back splashes and desires to know if adjustments are at fault.

Answer.—There may be no adjustments disturbed and yet back squirts will occur. This may result from metal adhering to the mouthpiece or to the mold, and in each case it may build up and impair the closeness of contact between the pot mouthpiece and mold. In the case of metal adhering to the back of the mold, the amount that can remain attached is limited somewhat, owing to the back trimming knife. The adherence of metal to the mouthpiece may be more extensive, owing to the temperature and to weakness of the pot lever spring. To determine the cause of the trouble when you have a back squirt, observe the bottom of the slugs that preceded the one when the squirt occurred. If the bottom shows solid and is bright, either all over or at one end, it shows that metal became attached to the pot mouthpiece and prevented a close union of the parts. If the slugs are spongy at the bottom and bright at one end for quite a period before the squirt occurred, it may mean that you are having hot metal in combination with an uneven lockup. To determine the latter condition make a lockup test. Proceed as follows: Open the vise and draw out the mold disk, clean the mouthpiece and back of the mold. Remove the mold wiper if it is attached above the ejector guide. Coat the back of the mold uniformly with a thin film of red printing ink. Close the vise and allow the cams to rotate once. Draw out the disk when the cams reach normal position; examine the mouthpiece for contact marks. This test will show you if the lockup is true. If not uniform it may require the moving forward and back of either pot leg, or if the mouthpiece shows signs of being warped, it may require dressing with a file. This latter part of the work requires a little more time and care than the readjusting by pot leg screws. Try out the foregoing and observe results. If the temperature is too high reduce it a trifle.

MEN WHO ARE DOING THINGS—

Eugene J. Roesch

BY H. H.



We write and talk about the unsung heroes in the great conflicts between nations which have taken place in the past, but all too frequently we pass over those heroes who are fighting day in and day out for the advancement of our commercial interests. In the field of organization work—the work that consists of bringing together in a co-operative spirit those who are fighting against each other in a competitive spirit, and getting them on a basis where they are working together for the advancement of their mutual interests—we find men who are giving their very life blood, sacrificing to a large extent many of the pleasures and privileges which others enjoy, and finding their enjoyment in the work they are doing. Such a man is the subject of this sketch, Eugene J. Roesch, until recently the manager of the Typothetæ of Indianapolis, Indiana.

To the lot of Mr. Roesch has fallen the task of organizing the employing printers in several cities where it was thought to be an impossibility to get them together. There is a little verse which refers to the man who, while others were bemoaning the fact that a thing could not be done, went ahead and did it. This applies directly to Mr. Roesch. Gifted with untiring energy, rare ability as an executive, keen faculties for research and engineering work, tact, diplomacy, and all the other necessary qualities that make for success in organizing, he has gone ahead where others would fear to tread, and has therefore made a name for himself.

Coming into contact with the business during his school vacation while a boy of twelve, Mr. Roesch early developed a love for the art of printing, and his interest in printing and in general newspaper work continually increased. At the age of nineteen he started in business for himself, and while still little more than a boy he became quite successful in advertising and sales campaign work. He continued his studies in engineering, and later, when the opportunity presented, he went abroad to carry them further. For a number of years he was engaged in research and engineering work, which gave him the opportunity for considerable travel in Europe as well as in this country, and laid the foundation for a broad cultural and business training. During the war he devoted his time to securing better teamwork and greater production, and in welfare organization for one of the largest brass manufacturing concerns in the East, and also gave a great amount of time to the formation of first aid and accident prevention classes in connection with the safety movement.

For a long time Mr. Roesch was deeply interested in the better training of apprentices for the printing industry, and it was while he was collaborating with some of the New York printers on this problem that he learned of the proposed three year plan of the United Typothetæ of America. He soon became active in the work, making an intensive study of printers' problems while in the field, and organizing what were considered as some of the most difficult cities, such as Buffalo, New York; Washington, D. C.; and Columbus, Ohio. Shortly after taking up the field work he became director of organization and cost work, and in this capacity he had a hand in organizing a number of cities in the East and Middle West. This work called for the engaging and training of men for the various departments of field work, and the supplying of competent managers and secretaries for the local organizations. It also meant the work of planning a considerable part of the programs for the local bodies.

Just over a year ago he went to Indianapolis, where he found the all too prevalent lack of confidence and coöperation

among the various interests in the trade. Through his efforts this condition has been completely changed and the printers of the city are working together and profiting thereby as never before in their history, as is evidenced by the statements which have been made by many of those who have been active in the business there for years.

To accomplish results of this character, which usually entails the work of harmonizing conflicting opinions, necessitates the sacrifice of a considerable portion of the time usually devoted to personal interests and recreation. In other words,



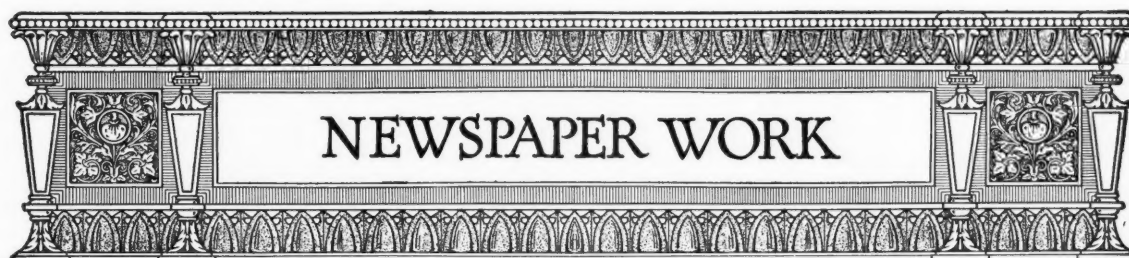
Eugene J. Roesch.

it calls for ceaseless hard work. The man who succeeds in endeavors of this character is deserving of the highest praise and the sincerest best wishes of those in whose behalf his efforts have been spent.

Since the writer started to secure the necessary information for this short appreciation, Mr. Roesch has tendered his resignation from the Indianapolis Typothetæ. He plans to take a short but much needed rest, then take up some line of effort where his services may be continued in the work of advancing the interests of the printing and allied industries. It is certain he will succeed in whatever field he enters.

THE IDEA

If you have an idea you think would better the business, "spring it" on the boss. Don't be afraid. He's human. He wants the idea as much as you want him to have it. He may not be able to use the idea. He may not say why, but don't let that discourage you. Keep on thinking and keep on suggesting. Every big man is the composite of a thousand experiences. He's picked them up here, there, and everywhere. He's constantly on the lookout for more. Even if your idea is not accepted as practical, it has helped the boss to grow because it has made him consider the problem. Whether it is accepted or not, it has helped you to grow because it has made you consider the problem. Make up your mind, if you haven't an idea, to dig one out and, after you've suggested that, start right in to dig out another and suggest that.—"Eagle A" *Unity*.



BY G. L. CASWELL

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman Street, Chicago. Criticisms of newspapers can not be made by mail.

Can Newspaper Conditions Be Bettered?

It is safe to assume that some day something will be done to standardize, or at least harmonize, newspaper rates in this country; it is safe, because so much has recently been done to standardize job printing prices. And what can be done for job printing prices may be done for newspaper rates of all kinds. Apparently there is not a great deal of variation in either subscription or advertising rates of the larger metropolitan dailies, but in the smaller dailies and weeklies of the country there is so much inconsistency and inharmony that the fact is fearful to contemplate.

We are led to these observations from some experience and connection in recent years with questionnaires seeking information along this line. We have seen small city dailies selling at around \$2 a year, and in at least one case we have been told that such a paper ran advertising every day for a whole week for 6 cents an inch for the week. It has recently reformed, however, but many newspapers still quote the lowest possible rates for advertising and other pay stuff, while others of equal class or opportunity are easily able to realize profitable and fair rates for all pay stuff. Competition has much to do with the bad situations, admittedly, but it is more usual to find it a stubborn, senseless fight to a finish for a certain field, rather than legitimate competition.

But in the semiweekly and weekly newspaper field there is not always this excuse for foolish and unprofitable rates. We have in mind newspaper publishers in a field practically their own, who from lack of moral and business backbone are pursuing an inane existence, unflavored with either progress or influence, because of a business policy that allows the public to ride as near fare free as possible, while the publisher is content to skimp and scale his prices at every demand until his own display rates, his subscription rates and his legal publication prices do not amount to enough to ever make the paper an independent or powerful force in the community.

There is one definition — accidents: Possibly Benjamin Franklin and some of the noted editors of an early day adopted the journalistic profession because of a persistent and well planned idea that it should be an exalted and powerful profession, but the fact remains that a large number of present day small town, and even some large town, publishers are such because of accidents of their environment or because of the necessities of their boyhood. Printing gave them something to do and afforded a possible development for the boys. Circumstances and ability worked some into more responsible positions, and finally either vicissitudes of the business or family aid enabled the boys to become proprietors in an experimental way. Result, small preparation and small ideas, lots of hard work, lack of opportunity for getting away from home and brushing up against others of their craft, misunderstanding of the business engaged in, finally a rut, narrow and deep, into which the sunlight of real progress never penetrates.

So much for the definition. Where and what is the remedy? We would say, organization, association, precept and example. The trend of the times, thank goodness, is toward organization in newspaper circles; organization brings men together in friendly and profitable association; such association inspires one to study what others advocate and what they are doing. The newspaper publisher who never gets away from his home nor from the narrow confines of his own business does not get much of this. Therefore, among those who do get out to see and hear, there should be and can be a purpose to get the "other fellow" to come out of his hole and see if the sun is shining, for this "other fellow" is the one who fails to make a decent subscription price for his paper, who fails to realize that advertising space is part of his stock in trade and should be paid for at a rate of profit, who is the one to cut legal publication rates for the very persons who then use his cut price as an argument against any further increase in such rate, who does not know his hour cost for printing anything, and who imagines that \$10 taken in is that much toward a living for himself and family — until old age and the end of productive years bring the realization of his error.

Our questionnaire experience along these lines brings out the fact that one newspaper in a small town is sold at \$1 a year, another at \$1.25, another at \$1.50, and others go just as easily and more profitably at \$2 and even \$2.50. A paper of 1000 circulation maintains an advertising rate of 20 cents an inch, and has a rate card worth while; a near neighbor plods along with an advertising rate of 10 cents an inch to be taken in trade. Yes, there are some of those antiquated characters yet. Another paper of 1500 circulation in a field that it covers like the proverbial blanket, has a 25, 30 or 35 cent advertising rate, and earns it, while another paper of like size and character in the State has a rate of 15, maybe 16 or 18 cents. Here is a paper having 3000 circulation and a 20 cent rate, and a near neighbor with half the circulation has the same rate — for its home advertisers, mind you, not foreign advertising business. Publication of bank statements absolutely required by law as legal publication business finds the same chaotic condition, one paper charging its banks as low as \$2.50 while others near by have an established rate of \$8 or \$10, and still others insist that such publication is a legal one, and must bear the legal rate. All this is an inconsistency that the business man outside of the newspaper office can not justify or understand. He may understand why the printer varies the charges for job printing, and may peddle around to get the lowest price, on the theory that one of the printers may make a mistake which he may take advantage of, but newspaper space rates are not possible for him to figure or understand.

We now have standard printing price lists that are wonderful in their scope and results; we have job printers who for the first time in years are actually making money and living in the promise of a permanent profit. But there is utter chaos

in the small daily and weekly newspaper advertising and subscription business that all publishers should realize and determine that it shall be wiped out. Such inharmony indicates lack of ability, or narrow vision, and indifference to the just demands of the family and of old age. It will take a long pull, a strong pull, and a pull all together of the progressive forces in the business to accomplish much toward a standardization of subscription, advertising and legal rates, but it will come — if you organize, associate with your fellows in the business, advise them what can be done and show to them what is being done toward better conditions.

What Is There in It?

An inquiry comes that seeks information as to what there is in the newspaper publication business, in the smaller city and town papers especially, to induce a young man to enter the field as an occupation. If one is an optimist there is plenty of inducement; if a pessimist, there is too much grief and disappointment connected with it to warrant a new and untried man or woman engaging in the newspaper business. If an optimist, there is the view of a broad and fragrant field of opportunity, of action, of accomplishment. One indeed lives the life of a community when engaged in the newspaper "game." A prominent State official recently remarked to the writer in discussing a newspaper man as a member of the legislature: "I don't know just why it is, but it seems as though a newspaper man grasps the matters of importance in a legislature quicker than others do, and that he takes hold of things with a firmer and more judicial grip than most members do, especially at first." That is because in this broad and fragrant field of opportunity which we have mentioned the newspaper man comes in touch with everything that grows up within it. He is in daily contact with the business interests, with the official departments, with the educational sides of the community; with its religious, moral and civic problems; with the charitable and home instincts of the people; with every walk and variety of life in a community. He must understand and sympathize with all he finds. He can not be a narrow, unprogressive citizen and manage a successful newspaper. Neither can he be a lukewarm, retiring slacker or tightwad. He must be there and over every day, and shout to the rest, "Come on." It is this delight in real action and accomplishment that makes the newspaper profession worth while.

As to the money in it, that is another matter. If our inquirer wants to make the most success in any community as a newspaper man, however, he must also make money. And making money in the newspaper business demands, first, a realization of costs and maintenance, of growth and progress, then an adjustment of rates that will meet such costs and provide a real profit. Sometimes competition, to be sure, has a lot to do with what rates can be put into effect and maintained, but more generally nowadays competition is tending toward that contention as to who can best work and best plan for the community's interests and gain the popularity that establishes prestige. Cut rates and weak kneed policies do not do it.

On the other hand, if one is a pessimist, seeing only the bad and demoralizing in human nature, thinking and speaking ill of others in business or social life, finding fault with those who want to push ahead, squealing about wages and pandering to the cut rate customers, we advise that the newspaper business has nothing in it worth while. Better take up a business that does not require so much thinking days and nights, nor any real application to the problems of the community. If long hours and a lack of appreciation of effort hurt one, he had better keep out of the newspaper business. Both of these go with it as a matter of course.

But it is a fine, respectable, enjoyable, and not entirely profitless job for the man or woman who wants to be and live! A newspaper man is now president of the United States.

Observations

We find that in northern New England there is a progressive movement in printerdom that is worth noting. The Maine Press Association has quite extensively taken on the nature of an educational influence in the newspaper and job printing business, and the association has as its secretary Roland T. Patten, of the *Skowhegan Independent-Reporter*, who is promoting the interests of the members in many ways, but more especially in the study of printing costs and selling. A loose leaf printing price list, called the "Minimum Price List," is



Pleasing and interesting first page makeup of the *Eastern Shore News*, Cape Charles, Virginia.

issued by Mr. Patten as a loose leaf book, the schedules of which cover many subjects of job printing and are intended to educate the printers to the use of the standard price lists. On January 21 Mr. Patten addressed the New Hampshire Weekly Publishers' Association on "The Condition of the Printing Industry in Maine" and on "The Law of Libel."

Newspapers, of the Middle West especially, have suffered along with the farmers on account of the low price of cereals and live stock. Farm sale advertising in the territory has been less than one-third what it was during the season of 1919-1920. However, it is an established and dependable business of the weekly newspaper, and it will come back. The farmer is pretty well sold on the proposition of newspaper advertising.

Members of the Inland Daily Press Association, numbering some two hundred fifty daily paper publishers, have recently been formally and most sincerely invited to make a Canadian trip at the expense of the Dominion Government next summer. The invitation has been accepted. From experience we can say the "Americans," as they call us up there, will find a wonderfully pleasant and profitable excursion ahead of them. Traveling a continent in such comfort as they provide in Canada is almost like a dream.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS

BY J. L. FRAZIER

H. W. BIGELOW, Glen Cove, Long Island.—The sporting supplement issued as a part of one edition of the *Echo* is interesting in content, attractively made up, and exceptionally well printed in brown ink on book stock.

The North St. Paul Courier, North St. Paul, Minnesota.—Your Christmas edition, printed throughout in green ink on book stock, is indeed interesting. The work is commendable, especially in view of the limitations of force and equipment, presswork in particular being worthy of high praise.

The Coconino Sun, Flagstaff, Arizona.—Presswork is excellent, and the first page is made up in an interesting and well balanced manner. The large hand set heads, without subordinate decks, are too blunt, and they look queer to one who is accustomed to seeing a less abrupt break between heading and story. Furthermore, it is desirable to tell more about a story than is possible in the three or four words on a large heading. Advertisements are well displayed and quite satisfactorily arranged, the main fault being the use of condensed and extended Cheltenham Bold generally. Type of regular shape would be better all around.

EDGAR G. BROWN, Mineral Springs, Arkansas.—You did well on the double page advertisement for Mrs. Minnie Schmidt. The appearance is attractive and interesting, and also quite effective. It could have been made more forceful, we are sure, by setting some of the display lines in the introductory section in larger type. The top part appears a little weak for the size of the advertisement and in relation to the body of the advertisement, which, although in smaller type, is much more closely set. The line, "We Guarantee to Save You from 20 to 30%," should have been larger, as should also the line just beneath it. Prices are brought out well, which is something we always like to see in bargain sale advertisements.

SAM F. MOORE, Springdale, Arkansas.—The two double page spreads are remarkably well handled, the one for the New Model being, in our opinion, the better from a typographical standpoint. Balance is perfect, white space nicely apportioned and the display is forceful and attractive. It surely makes a very "snappy" appearance. The one for the Joyce Clothing Company, while being effective from a publicity standpoint, is not so good typographically. White space is not utilized to best advantage, there being large masses of it in some places, whereas in other parts the type is decidedly crowded. The advertisement is, however, strong and effective in display and the cuts add a great deal of interest, which is not found in the other advertisement.

The Crook County Monitor, Sundance, Wyoming.—Presswork is poor. It appears to be a combination of poor equipment in various respects, type, press and rollers, but possibly the rollers are the greatest offenders. Advertisements are not at all well handled. So many mixed faces, so different in shape and design, create a decidedly displeasing appearance, especially because most of the advertisements are set without borders and the advertisements run together in a confusing mass. You should discard all the display type that you have and displace the various styles in use with one modern style. Until you do this you can accomplish little toward improving the appearance of the typography except by placing a border around every advertisement.

W. L. BOUCHARD, Desloge, Missouri.—The *Sun* is quite well printed. The first page is neat and clean, but dull looking because the headings over the news items are so small. There should be a few display headings in eighteen and twenty-four point type. Advertisements are satisfactory in arrangement and the display is good, but the appearance of the advertisements and the paper would be improved—and the advertisements increased in display effectiveness—if the type faces used together in each were harmonized. We note in some of them extra condensed block letter for some of the lines, whereas other lines in the same advertisement are set in bold face roman of regular shape. This is surely a big change, too big a change in fact, for the eye in passing from one line to another.

J. R. MARKS, Tallapoosa, Georgia.—Arrangement and display in the two page spread for Tumin, Simpson & Co. are satisfactory, and from a publicity standpoint the advertisement should bring good results. The matter below the display line, "Your Opportunity Is Here Now," should have been set in two columns, as, despite the large size of type in which it is set, the lines are too long to be read with ease. It is a good rule to remember that a line should be no longer than an alphabet and a half of the size and style of type concerned. The corners of the rule panels are not closely joined, and the margins between type and rules in the panels in the upper corners are decidedly at variance, and are therefore displeasing. On the whole, however, you are to be commended on the production of this large advertisement, especially in view of the equipment at your disposal.

Lebanon Daily Reporter, Lebanon, Indiana.—You should find out why your presswork is so poor. To us it looks like a case of unseasonable rollers with, perhaps, a worn blanket contributing to the pale, broken and uneven print. First page makeup is excellent and the news and editorial matter is well written. Those are really the only features of the *Reporter* worthy of favorable comment. The advertisements, as a rule, are carelessly arranged, poorly displayed and without an eye to harmony between type and borders—and even between types used in the same advertisements. Such a variety of types and such a variety of borders brought together on a newspaper page give it a mongrel appearance without beauty or neatness. If you could see your way clear to standardize on one good modern style of type for your display work and use plain rule borders throughout—four point for the smaller advertisements and six point for those of a half page or larger—your paper would have a far better appearance.

The Livingston Enterprise, Livingston, Montana.—On the whole your paper is very good, the outstanding feature from a mechanical standpoint being the presswork, which is excellent. There are more news headings of large size on the first page than we consider desirable—as they mar the appearance of the page—and more than we consider essential to an interesting appearance.

The advertisements are well handled, being simple in arrangement and display, and the display is forceful because the few well chosen lines are emphatically brought out. A few pronounced display lines make far more effective advertising than many emphasized lines, which, because of the number, can not well be set in as large sizes of type as when there are fewer prominent lines. The paper would make a remarkably fine appearance if the advertisements, set exactly as they are, were composed throughout the paper in the same style of display type, for the paper would then have a characterful appearance, which is impossible when many styles are used for display. In addition, the paper would be more pleasing to the eye because of the harmony that would result.

THE GORDON JOURNAL

AN INDEPENDENT REPUBLICAN NEWSPAPER—Published THURSDAY'S \$1.00 PER YEAR IN ADVANCE



A clean, attractive first page makeup, with a good distribution of principal headings. *The Gordon Journal*, Gordon, Sheridan County, Nebraska.

Eastern Shore News, Cape Charles, Virginia.—You are thoroughly justified if you feel proud of your paper, for it is one of the handsomest we have seen recently. Presswork is admirable and the first page makeup is pleasing and interesting in a high degree, even though not in perfect symmetrical balance in so far as the arrangement of the headings is concerned. The display advertising is capably handled, also, the general effect of the pages being neat. This is true largely because few styles of display type are used, Cheltenham Bold and Century Bold being used almost exclusively. The maximum of effectiveness was not achieved in the advertising display for several reasons, noticeable generally in different advertisements. The major display of some of the larger advertisements is too small, considering both the size of the advertisements and the importance of the points brought out. Other advertisements are over-displayed, that is, too many points are emphasized. The result of this is a loss of display effectiveness and sometimes a complex and confusing appearance. The placing of advertisements on the pages is in an orderly and systematic manner and in no place is there evidence of undue scattering. One of the first pages is reproduced.

The Hartford Times, Hartford, Wisconsin.—Presswork—clear, sharp and uniform, with just the right amount of "color"—is the most outstanding of all the strong features of your paper. First page makeup is invariably interesting and well balanced. Advertisements are nicely arranged and forcefully displayed, excellent judgment being exercised in the points selected for emphasis. Improvement in the advertisements would result if you would discard the extra condensed block letters seen so frequently in your display, and use instead romans of regular shape. If plain rules were consistently used for borders the appearance of the advertisements would be improved, as would the appearance of the paper as a whole.

The Cullom Chronicle, Cullom, Illinois.—Your holiday edition is well printed and contains a nice amount of display advertising, which speaks well for the paper and its publishers and, particularly, for the man who brought it in. The advertisements are well arranged and displayed, losing in effectiveness only because of the variety of types in use. On many of them there are no elements of similarity to make their use together pleasing. The fact that the decorative borders used are often the most pronounced features is another fault, as they detract from the prominence of the type. Plain rules consistently used as borders add measurably to the appearance of a newspaper, and, what is more important, make the advertisements easier to read.

C. A. FOSTER, Lake Geneva, Wisconsin.—The *News* is a mighty fine paper and you are all to be praised for the care and intelligence exercised in producing it. The first page makeup is neat and interesting, and is made the more attractive by good, clean presswork. Advertisements are consistently placed in accordance with the pyramid and a very neat appearance results from the orderly arrangement. Advertisements are quite satisfactory, although they are possibly subject to greater improvement than any other feature. Crowding is the outstanding fault, although displeasing type faces in some and too much display in others are faults demanding correction. On the whole, however, the paper is praiseworthy.

The Plainview Evening Herald, Plainview, Texas.—Your Christmas edition is one of the largest we received for the 1920 season. It is also one of the best. Strong features are the advertising display and the reading matter, the latter being largely devoted to "booster" articles for the Plainview district. Simplicity of design and simple, forceful display are the outstanding features of the advertisements, which are also quite well made up into pages, the pyramid makeup being generally followed. While the presswork is not at all bad, the ink distribution is not as uniform as it should be throughout the different sections. Holiday cuts and borders add to the appearance of the edition. The only serious fault with the advertisements—and that is apparent in only a few of them—is the use of capitals for large masses of reading matter.

The Lodi Review, Lodi, Ohio.—Presswork on your holiday edition is good, possibly the best feature about it. Advertisements are not satisfactory. Too great a variety of types—of different shapes, styles and tones—are used in the same advertisement or in adjacent advertisements. This creates an effect of confusion all the way through, which is made the worse by reason of the fact that there are no borders around many of them. Advertisements which do not hold the reader's eye to the inside, and which permit the eye to roam into other advertisements near by, can not hold and impress a reader. In addition, the appearance of the paper is less attractive because of the lack of harmony resulting from the use of different type styles and is less inviting to the eye because of the confusion resulting from the lack of unity. Plain rules, too, should be used for borders throughout a paper.

The Gibson Courier, Gibson City, Illinois.—The best feature of your paper from a mechanical standpoint is the presswork, which is clean, sharp and uniform. The worst feature—and it is a bad one—is the placing of display advertisements on the first page. Surely a paper of sixteen pages, seven columns, ought to have a clean first page. Another suggestion for improving the appearance of the paper would be to use plain rules for borders. The variety of borders in use detracts from the unity and harmony of effect essential to pleasing appearance. Advertisements, however, for the most part are well arranged and effectively displayed. Choice is made in favor of larger body type at the expense of white space in several instances where more white space and smaller type would have been more pleasing, more commanding and more effective as advertising. A crowded advertisement impresses one in the same manner as a crowded street car: it suggests congestion and irritates, and looks uninviting.

BRIEF HISTORY OF THE OFFICIAL EMBLEM OF THE CRAFTSMEN CLUBS

BY ALTON B. CARTY



At the time the New York Printing House Craftsmen decided to use an emblem upon their official stationery and announcements it was expected that an effort would be made to secure a design in some way significant of the printing business. A happy discovery was made of the printer mark that was first used by Fust and Schoeffer, printers in Mainz, Germany, who employed a double shield, suspended from a bough, as an imprint in the colophon of the famous *Psalter* printed by these two men in 1457.

The New York club adopted the design of its emblem, and when the several craftsmen's clubs then in existence formed an international body in Philadelphia in 1919, the device was adopted for the organization and a committee was appointed to make inquiry into the meaning of the bars and stars upon the shields. This committee consisted of Camille De Vèze, of New York, Frank N. Meisel, of Baltimore, and Norman E. Hopkins, of Philadelphia. The committee submitted an elaborate report to the convention of the International Association of Printing House Craftsmen, held in Washington, D. C., August 21 to 23, of last year. From that report, and from other sources, it is learned that the emblem is the combined coat of arms of Johann Fust and Peter Schoeffer, and was probably the first imprint ever appearing on a work printed from movable types.

Gutenberg, the inventor of printing, seems to have been in need of capital to finance his business. Going to Fust, a citizen of Mainz, he obtained a sum of money, for which he mortgaged his printing plant. This was in 1450. Five years

later the mortgage was foreclosed, giving Fust all types, books, presses, etc., then owned by Gutenberg.

Among Gutenberg's workmen was a young man named Peter Schoeffer, who had previously copied books while a student in the University of Paris. When Fust took over the equipment forfeited by Gutenberg, Schoeffer assumed charge, married Fust's daughter, and became a partner in the business. Each had an individual coat of arms, which were combined and used as an imprint on special printed matter. The device on the right hand shield is said to be that of Schoeffer, and the one on the left that of Fust. In verification of the claim that the device on the right is that of Schoeffer, the



FIG. 1.



FIG. 2.

statement has been made that it was used alone, by his successors, after his death down to 1796.

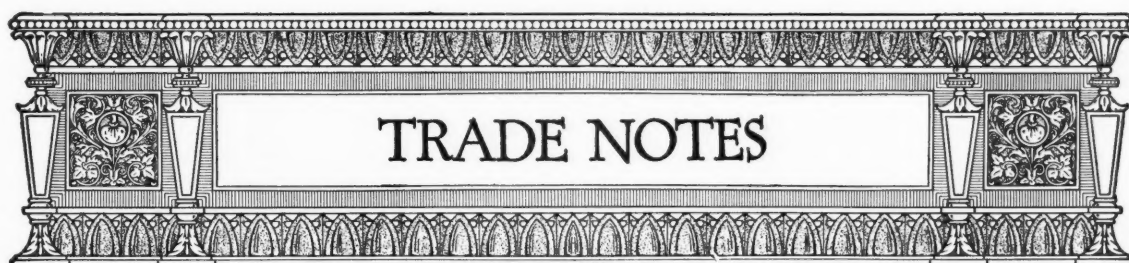
There are several things that may be said about the significance of the stars. It is doubtful that they signify seniority, because Schoeffer was younger than Fust, although it may not have been a question of years. In those early years the star was considered a mark of cadency, and in this instance would signify the third son. One explanation of the use of the stars is connected with the fact that the heraldic charge of the See of Paris at the time was three stars, and may have been adopted as an evidence of an enjoyment by Schoeffer of the patronage of the Canons of Notre Dame. It is pointed out that this practice is continued by the purveyors to the king to the present time. The stars on the first emblems printed had five points, later ones appearing with six points. The added point may have been the work of the engraver who placed no significance in the number of points in reproducing the emblem, and may have considered the six pointed star more ornamental. The connecting of the two shields by the use of a bough was a simple method of signifying partnership. The design then appeared as shown in Fig. 1. In "Invention of Printing" (1876), page 462, by De Vinne, is a reproduction of this emblem of Fust and Schoeffer.

The characters on the two shields may be Greek letters, the one on Fust's shield being the letter chi (Χ) and on Schoeffer's lambda (Λ), and they may have had some connection with secret societies to which Fust and his son in law Schoeffer were members. Everything was plain to the persons interested when the device was first used, but all is conjecture now.

It is evident that the reason the device or mark was used was due to the fact that these printers were proud of their craftsmanship, and desired that the public should know whence the work emanated.

The names of Gutenberg, Fust and Schoeffer are linked as the three artists to whom credit is given for the first printing from movable type made from wood. Schoeffer invented punches and matrices by means of which the perfecting of the art was made possible by later experimenting.

The shields in the original device present a solid appearance, but this has been found to be unattractive in large sizes, which are usually lightened by being cross lined, or hatched. Some objection has been made to the appearance of the emblem as now used, as it seems to be floating on the air. Appreciating this claim the New York Club is now having its printing done with the emblem surrounded by a frame (Fig. 2), and the committee recommends that this plan be adopted by the individual clubs.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Southeastern Master Printers to Meet March 21 and 22

The annual meeting of the Southeastern Typothetae Federation will be held in Pensacola, Florida, on Monday and Tuesday, March 21 and 22. Those who plan to attend are advised to make their hotel reservations early. Information regarding hotel rates and accommodations will be furnished by the secretary, E. P. Mickel, 403 Commercial building, Nashville, Tennessee.

Mid-West Stationers to Meet March 16 and 17

The annual meeting of the Mid-West Division of the National Association of Stationers and Manufacturers will be held in Kansas City, March 16 and 17. An interesting program is being prepared and those of our readers who are in the stationery trade and situated in the territory covered by this branch should make arrangements to attend. The president, C. L. Mitchell, of Crane & Co., Topeka, Kansas, will be glad to furnish further information to any one interested.

Typothetae Convention at Toronto

The annual convention of the United Typothetae of America will be held at Toronto, Canada, on October 17 to 20, according to an announcement recently received by THE INLAND PRINTER. Four days have been allotted to the meeting this year, so that the first day may be spent in registration and kindred matters. Further news regarding the convention will be published from time to time in this department of THE INLAND PRINTER. Plans are under way for one of the best gatherings ever held by the master printers, and employers should begin now to make arrangements to attend all the sessions.

Commemorate Franklin's Birthday

January 17 was the 215th anniversary of the birth of Benjamin Franklin, the event being celebrated in various ways throughout the country. It was peculiarly fitting that the company founded by Franklin should manifest its feeling of reverence by paying a tribute to the memory of the first prominent American printer. On the morning of January 17 the Franklin Printing Company's officials and many of the employees put into practice the familiar maxim on early

rising, being the first of many visitors to Franklin's statue and grave in Philadelphia, decorating both places with large wreaths. At the Franklin statue in New York city a similar ceremony took place.

Home Study Course in Printing

Columbia University, New York city, is soon to launch a home study course in typography, in order to give a better understanding of the printed page to authors, editors, students of advertising, printing, and allied subjects, as well as secretaries and all those who come in contact with printing. James D. Gabler will be the instructor in this course, and full information may be had by writing to the university direct.

South Bend Daily Has Open House

Over five thousand people were the guests of the South Bend (Ind.) *News-Times*, on Thursday, January 27, when the new and modern newspaper plant was formally opened with a reception and tour of inspection. Publishing a morning and an evening edition, with Sunday paper to both morning and evening subscribers, the *News-Times* has become one of the leading Hoosier newspapers. New mechanical equipment has been installed to make the production of the publications more efficient. A souvenir edition of the paper was a feature of the special exercises for the day.

"Increasing the Press Output"

Under the above title The Cutler-Hammer Manufacturing Company, of Milwaukee, Wisconsin, has issued a twenty page booklet, with attractive cover in two colors, which should prove of great interest to those desiring to increase production in their pressrooms. In the booklet the company states that increase of press output can be accomplished through the quickness and ease of controlling every movement of the press, and the ability to select and maintain the correct speed for any particular job, which is obtained by the use of the C-H automatic pre-set press control. Controllers and master switches for both alternating and direct current circuits are described and illustrated, the views of control installations being especially interesting.

Those desiring copies of the booklet may secure them by writing the company at Milwaukee, Wisconsin, or to the New York city works at 144th street and Southern boulevard.

New Catalogue of Scott Cutting and Creasing Presses

We have recently received the new catalogue of the Scott cutting, creasing and printing presses, manufactured by Walter Scott & Co., Plainfield, New Jersey. This catalogue describes in detail the different models of Scott cutting and creasing presses, and will be of special interest to the box-making industry. Extra copies may be obtained from the company.

Sample Book of Letterheads

A comprehensive sample book of letterheads has recently been issued by the Charles Beck Company, 609 Chestnut street, Philadelphia. The different brands of paper suitable for business stationery are shown with a different letterhead design on each sample. This is a very complete and instructive book and should be in the hands of every printer who is interested in the production of business stationery.

Walter C. Bleloch Entertains Engineers

Walter C. Bleloch, manager of the Chicago agency of the Mergenthaler Linotype Company, entertained forty of the members of the Type Machine Engineers' Guild of Chicago, January 30. Mr. Bleloch, who is an honorary member of the guild, was the principal speaker, and his remarks were full of information and inspiration. The guild was organized a little over a year ago for the social and educational benefit of the members of the craft. The growth of the organization has been a source of satisfaction to those responsible for starting the movement for a closer association of the machine men over the city.

Treadwell Goes With Howard Publications

H. Lee Treadwell, who recently came to Chicago to become Western representative of *Printing*, has returned to New York city as Eastern manager for the Howard publications, *Ben Franklin Monthly* and the *American Paper Merchant*. He is a native New Yorker, and for several years was connected with the Walden publications in the East. Mr. Treadwell knows the city and the needs of the industry, and is well qualified to extend the influence of the publications which he is now representing in that field. His office is located at 27 Warren street; Telephone Barclay 1295.

Louis A. Hornstein Passes Away

The news of the death of Louis A. Hornstein, which occurred on Wednesday, February 9, came as a distinct shock to his wide circle of friends throughout the country. While it was generally known that he had



Louis A. Hornstein.

been in ill health for some time, no one doubted that he would soon recover and regain his former strength.

Mr. Hornstein was well known and very popular in the printing industry. He had been a regular attendant at all the important conventions of printers and publishers during the past fifteen years, and traveled extensively over the country. He was actively identified with the work of a number of organizations in the graphic arts, and was at all times deeply interested in every movement for the advancement of the industry.

Louis A. Hornstein was born in the little town of West Bend, Wisconsin, April 8, 1869. He was the youngest of six sons. His father, who was a civil engineer, and a man of learning and high ideals, early impressed upon his sons the importance of securing a liberal education, and to the home training received by these boys undoubtedly is attributable the fact that several of them took up printing as a life work.

Louis A. graduated from a high school in Chicago, and started to learn the printing trade in the same city. Later he traveled extensively in the West and Middle West, for the purpose of rounding out his training as a journeyman printer. For several years he was engaged as a proofreader on the *Inter-Ocean* and the *Tribune*, of Chicago. In 1906 he became a traveling representative for the Mergenthaler Linotype Company in the territory of the Chicago agency, and in the fall of 1908 he moved to New York city and organized the publicity department of which he was the manager at the time of his death.

Funeral services were held in New York city on Friday, February 11, and the remains were removed to Chicago, where services were held at which a large number of his friends gathered. Mr. Hornstein is

survived by his wife; his brother George, who recently retired from the printing business in Chicago; his brother Leon, a Chicago attorney; his brother Albert, of the *Mining Journal* of Marquette, Michigan; and his sister, Mrs. Nina Joseph.

Disapprove Forty-four Hour Week

At a joint meeting of the Executive Board and the Industrial Relations Committee of the Capital District Typothetæ, Albany, New York, the following resolutions were unanimously adopted:

WHEREAS, this committee, having made a careful survey of printing conditions in this section of the State, finds that the greatly increased scale of wages now being paid to the allied trades has greatly reduced the volume of work, and,

WHEREAS, the adoption of the proposed forty-four hour week would still further greatly increase costs and make it impossible for manufacturing printers in this district to compete with plants in competitive territory now paying a lower scale of wages, or with plants operating in the smaller towns, or those on an open shop basis, and,

WHEREAS, this committee feels that it is the duty of all members of this association to give the public the greatest amount of printing at the lowest possible cost, and to hold ourselves responsible to act in all matters respecting our industry in the interests of the public, as well as in the interest of the employers and employees, and,

WHEREAS, it is the unanimous belief of this committee that the shortening of the hours of work or the cutting down of production is contrary to economic conditions, affecting all alike,

NOW, THEREFORE, BE IT RESOLVED, that this committee in joint conference recommend to our association its disapproval of any reduction in working hours or any action which will tend to increase manufacturing costs throughout this district.

The Open Shop Employing Printers and Binders Association, of Richmond, Virginia, at its regular monthly meeting, held on Wednesday, February 2, unanimously adopted the following resolution relative to the proposed adoption of the forty-four hour week:

RESOLVED, that this body go on record as being opposed to any movement declaring for a shorter work week than forty-eight hours, as being demoralizing to our industry, and that we pledge our efforts to defeat any such action.

Wesol Company Opens Chicago Office

For the purpose of keeping in closer touch with its Western trade and being in a position to render still better service to its customers throughout this territory, the F. Wesol Manufacturing Company has opened a branch office in Chicago, at 1654-57 Monadnock building. This office will be in charge of A. J. Hoerth and George E. Haviland, both men who know their field and will be able to give thorough attention to the requirements of the printing and allied trades in this section. This move is in line with the company's policy of extending its business to furnish special machinery, tools and supplies required by printers, photoengravers, electrotypes and stereotypers.

A recent letter from the headquarters office at Brooklyn states that the company looks forward to the early stabilization of general business, and has taken the slogan, "Buy now for better business." In line with this spirit, new machinery has been installed, and the company aims to do its share in the restoration of normal business conditions.

"Sanderco," A Compound For Making Tapes Endless

Although on the market a comparatively short while, "Sanderco," a compound for making folder and press tapes endless, is meeting with favor among the printing trade. The method is very simple, and is described in a folder sent out by the manufacturers, the Endless Tape Compound Company, Phipps Power building, Pittsburgh, Pennsylvania. "Sanderco" is the invention of a printing plant executive who had been bothered by the tapes of his folding machine continually breaking. It was tried out a year before being placed on the market, and is already in use in many of the most progressive plants over the country. A very broad guaranty accompanies "Sanderco," and if it does not meet every requirement it may be returned and the money will be refunded.

Charles A. Nash, Miller Representative, Returns From Europe

Charles A. Nash, foreign representative of the Miller Saw-Trimmer Company, arrived from London recently for a visit to the home office, after nearly two years spent in the European field. His work car-



Charles A. Nash.

ried him into all parts of the British Isles, as well as to France and Holland.

He had many interesting stories to tell of his experiences and the hardships endured in the months immediately after the war. At that time traveling was very bad, food was scarce and oftentimes it was necessary to sleep in bathrooms and hallways. The last year has worked a wonderful change, however, and while it is yet almost impossible to secure sleeping accommodations on night trains, other conditions have improved greatly.

Mr. Nash reports that European printers take readily to Miller machines and that he experienced no difficulty whatever in teaching the workmen how to operate them. The major number of these men are apprentice trained and are splendid mechanics.

After a few weeks' vacation in the United States, Mr. Nash will again resume his duties in the foreign field.

\$100 Slogan Contest.

The United Typothetae of America has offered a prize of \$100 in cash for the best slogan for the use of printers submitted before March 31 by its members. The contest is open to any member of the parent organization or any member of a local Typothetae. Its object is to select a phrase which can be used with the Typothetae emblem on stationery, and painted on shop windows and delivery trucks of all Typothetae printers. These suggestions will give some idea as to the type of phrase wanted: "Print It"; "Sell With Printing"; "Printing Builds Business." Slogans submitted should be written on the outside of a plain 6 3/4 envelope, on which nothing else is to appear. A slip of paper containing the entrant's name and address should be enclosed and the envelope sealed. The whole should be enclosed in another envelope and addressed "Slogan Committee, United Typothetae of America, 608 South Dearborn street, Chicago." The decision of the committee will be announced some time in April.

Ben C. Pittsford Company Plans Greater Service

Ben C. Pittsford Company, 431 South Dearborn street, Chicago, has recently organized a complete advertising service, which will supplement the business of advertising typography. In a statement to a representative of THE INLAND PRINTER, Mr. Pittsford, founder of the company, makes this observation: "For years we have realized that the reading public to which advertisers must appeal is insisting more and more on higher standards of typographical excellence in every form of advertising. Not only is this true of newspaper, magazine and trade paper advertisements, but it applies with even greater force to booklets, folders, broadsides and other printed publicity."

Mr. Pittsford has surrounded himself with a corps of experts who will specialize in various branches of the business, all working under his direction. He has for several years been an active member of the United Typothetae of America and of the Franklin-Typothetae of Chicago. At the present time he is chairman of the advertising composition group of the latter organization. The firm publishes a helpful house-organ, *Better Advertising*, one of the leaders in its class.

"The Model 'E' Cleveland Folder and Its Folds"

Under the above title The Cleveland Folding Machine Company has just issued a handsome new booklet describing the latest addition to the family of Cleveland folding machines. This booklet should prove of great interest and value to those using Cleveland folders, and also to those considering the installation of new folding machines. In addition to the descriptive matter there is shown a large illustration of the new model equipped with automatic feeder, and at the back of the booklet are diagrams showing the wide range of folds

which can be made. The booklet is bound in the attractive Castilian cover, with blind embossed rule border and embossed title in gold. Those desiring copies should write the company at Cleveland, Ohio.

"Paper Is Part of the Picture"

The slogan "Paper Is Part of the Picture" has been adopted as the basis of all Strathmore advertising for 1921. The first mailing piece has recently been sent to the trade and very aptly illustrates this phrase. Extra copies will doubtless be furnished by the Strathmore Paper Company, Milton, Massachusetts.

Miller Feeders for Old Style 8 by 12 C. & P. Presses

Owners of old style 8 by 12 Chandler & Price presses will welcome the announcement made by the Miller Saw-Trimmer Company that a recent slight change in design makes it possible to apply the Miller automatic feeder, as well as the new envelope attachment, to presses numbered from 25977 upward. Heretofore it was deemed impracticable to supply feeders for other than the new series 8 by 12 presses. As a consequence thousands of owners of the old model were deprived of the advantages of not only the Miller feeder, but also of the envelope attachment.

Osterlind Official Visits Chicago

H. K. Patterson, general sales manager of Miller & Richards, typefounders, Winnipeg, Manitoba, and vice president of the Osterlind Printing Press & Manufacturing Company, St. Paul, Minnesota, was in Chicago on business recently. Mr. Patterson expressed himself as being very optimistic regarding the future of the printing business.

New York Branch of Challenge Machinery Company Moved

The New York office of the Challenge Machinery Company, for several years at 71 West Twenty-third street, has been moved to the Printing Crafts building, 461 Eighth avenue, Suite 1516, where the New York manager, George C. Andrews, will be pleased to meet his friends and customers.

Printing Sales Material on Warren Papers

The first number of a series of twelve advertising pieces to be issued during the year has recently been mailed to the trade by S. D. Warren Company, Boston, Massachusetts, and by the J. W. Butler Paper Company, 221 West Monroe street, Chicago. This is in the form of a booklet and is entitled "Printing Sales Material on Warren's Lustr." Unlike most advertising booklets it is not intended to be read and kept for future reference. On the other hand, this book and the other books to be issued at monthly intervals during the year are made to be read and cut up.

The "printing sales material" series will contain hundreds of typographical layouts by the leading typographers of America and reproductions of halftones, line cuts, and

decorative material to use in making dummies. Extra copies will be furnished when needed, and blank dummies will be supplied in any size required. Printers who have not received this booklet should see to it that they are placed on the mailing list to receive the series as the different numbers are issued.

U. T. A. Survey of Pittsburgh

One of the most remarkable examples of the results of organization work was revealed in the survey of the printing industry at Pittsburgh just finished. The figures cover a resurvey of 118 commercial printing plants remaining in business out of 127 surveyed in 1919. The annual business had increased from \$4,034,593 in sales to \$7,976,085 — nearly double the former figure. The year's profits had increased from \$107,013 or 2.7 per cent of the cost in 1919, to \$1,068,792, or 15.5 per cent of the cost during 1920.

These results show conclusively what can be accomplished by productive organization work such as the United Typothetae of America is doing. The results shown are largely the effect of operating with the Standard cost system, the Standard price list (Typothetae Standard Guide), and of carrying on many of the other activities in the United Typothetae of America program.

A comparison of commercial plants surveyed in 1919 that are still in business and covered in this new survey in 1921 shows the following:

	1919	1921
Commercial plants only:	127	118
Mechanical investment.....		\$2,642,415
Mechanical pay roll.....	\$1,056,365	\$2,056,581
Overhead expense.....	1,405,367	2,138,844
Material used.....	1,465,848	2,711,868
Total cost.....	\$3,927,580	\$6,907,293
Total sales.....	4,034,593	7,976,085
Profit	\$ 107,013	\$1,068,792
Percentage of profit on cost..	2.7	15.5

	1919	1921
Entire industry of Pittsburgh	171	144
Mechanical investment.....	\$3,125,344	\$2,922,032
Mechanical pay roll.....	\$1,467,111	\$2,330,428
Overhead expense.....	1,917,504	2,423,645
Material used.....	1,856,293	2,976,361
Total cost.....	\$5,240,908	\$7,730,434
Total sales.....	5,501,057	8,754,005
Profit	\$ 260,149	\$1,023,571
Percentage of profit on cost..	4.9	13.2

New Chicago Manager for American Writing Paper Company

A. Carey Huls is to be the new manager of the Chicago branch of the American Writing Paper Company, according to an announcement received from the general offices, Holyoke, Massachusetts. He succeeds J. A. Lemmon, resigned. Mr. Huls is well acquainted among members of the trade in the Middle West, having been employed in various capacities by several concerns in the printing supply field. The Chicago offices of the company are located at 1601 Otis building.

Norman E. Hopkins With Royal Electrotype Company

During the week of February 7 members of the printing craft in Philadelphia and vicinity were greeted with an attractively engraved card announcing the engagement of Norman E. Hopkins as representative of the Royal Electrotype Company. Mr. Hopkins has had a wide experience, and with his knowledge of printing he should prove a valuable addition to the Royal sales force.

Entering the printing industry twenty years ago, he has served in various plants in his home city, having gained a practical knowledge of printing not only as a workman, but as an executive, and has acquired a host of friends who wish him success in his new work.

Mr. Hopkins was one of the founders of the Philadelphia Club of Printing House Craftsmen and has served as secretary of the local club since 1912. Outside of Philadelphia he has a wide acquaintance, since he has been a tireless worker in the movement to make the International Association of Printing House Craftsmen the biggest thing in the printing industry.

During his work as a compositor Mr. Hopkins entered many competitions and carried off many prizes, competing against printers all over the United States.

Opening of Joseph Medill School of Journalism

Amid all the pomp and ceremony befitting the occasion, the Joseph Medill School of Journalism, the new foundation of the Northwestern University, at Evanston, Illinois, was dedicated on Tuesday evening, February 8. It was a great night for the profession of journalism. The exercises opened with an impressive procession, led by the presidents of three universities, the deans and trustees of Northwestern University, the speakers of the evening, members of the instructional staff of the school of journalism, and the guests.

Following a remarkably impressive invocation by Rev. Dr. George Craig Stewart, the opening address was delivered by President Walter Dill Scott of Northwestern University. Other addresses were made by Joseph Medill Patterson, of the *Chicago Daily Tribune*; Arthur Brisbane, editor in chief of the Hearst newspapers; President Harry Pratt Judson of the University of Chicago; President David Kinley of the University of Illinois; S. John Duncan-Clark, of the *Chicago Evening Post*, and Edgar T. Cutter, superintendent central division of the Associated Press.

In extending greetings from the Chicago press, Mr. Duncan-Clark said, in part:

American journalism can use all that the university can contribute of a higher conception of excellence in writing, of a better trained intelligence in observation and interpretation, of a more thorough understanding of our complex modern life, and of a deeper sense of public responsibility. The service the newspaper is called upon to give to the American people demands all these things in largest measure. We look to the Joseph Medill School of Journalism to be a source of inspiration as well as of instruction; to establish and maintain standards and ideals which will quicken the ambition of the newspaper worker and strengthen the appreciation and confidence of the newspaper reader.

Congratulatory messages and greetings were read from a number of prominent characters in the journalistic field in different parts of the world, among them Lord Northcliffe, of the London (England) *Times*; President Elect Warren G. Harding; Countess Bathurst, editor *London Morning Post*; M. Stephane Lauzanne, editor of the *Paris Le Matin*; Senator Paul Dupuy, editor of the *Petit Parisien*; Charles H. Dennis, managing editor of the *Chicago Daily News*.

Col. Robert R. McCormick, coeditor of the *Chicago Tribune*, who was in Europe, wrote a message which read, in part:

One thought is outstanding with me, and it was the outstanding thought of my grandfather, whose memory and whose service we honor tonight. That thought is that a man ought not to go into journalism unless he believes in it and unless his mind is more intently fixed upon the opportunities of the profession than upon its material rewards.

Ours is not a beggar's industry. Large, if not great, fortunes have been made in it by journalists possessing comprehensive and more than ordinary executive abilities; for other men, competent in their specialties, it holds the assurance of very good salaries at most, and of comfortable livings at least.

But even so, our profession is not for pelf. More is to be made by relatively far less effort in writing successful plays or best sellers, and much more in catering to tastes which are beneath the standards of a reputable newspaper.

There are such standards. Let no man think he can be a successful newspaper charlatan. There are such people. We don't deny it. But their success, though it glitters for awhile, is neither sound nor lasting. It is ephemeral and the end of such men, as disaster after disaster in the annals of journalism proves, is ignominious.

Harry S. Griffin

The death of Harry S. Griffin at his home in Camden, New Jersey, on February 13 removes from the allied printing trades of Philadelphia one of the best known and most highly respected and beloved of the old guard, not that he was old in years, but in the great amount of good that he has accomplished for the trade. For several years a sufferer from heart trouble, it seemed at times that only his strong physical constitution and indomitable will kept him going, but withal he was always cheerful and ready to help a friend.

Born in England, he came to this country in early life and was for about thirty-five years an active participant in the work for the uplift of the printing and allied trades, with which he was always identified. His keen insight into human nature soon led him to realize the true cause of the troubles of the craft, and with voice and pen he did his best to show its members the way to better conditions. Besides contributing numerous articles on cost, efficiency and organization to the trade journals, he conceived and perfected the two act drama, "The Revised Proof," which has been presented more than twenty times in twelve different cities of the United States and Canada, and has done more than any one piece of literature to bring the printers to the true light regarding cost and pricing. A firm believer in the destiny of the printing business as the great civilizer of the world and the herald of progress, he did his best to help in the great uplift of the trade to fit it for the work.

Having served in various capacities in the allied crafts, he was, at the time of his

death, the advertising manager of the Charles Eneu Johnson Company, printing ink makers, Philadelphia.

A scholar, a linguist, a writer, a keen wit, and above all a staunch and dependable friend, Harry Griffin will be missed by many all over the country, for he was well known in all large cities and counted his friends in each by the score.

Iowa Press Association Holds Sixth Annual Convention

The Iowa Press Association has always been known as an extremely live organization, and its meetings have established a high standard for general interest and value to the members. The sixth annual convention, held at Des Moines from Thursday to Saturday, February 17, 18 and 19, fully upheld the reputation, and, in fact, set a higher standard.

Thursday was designated as daily newspaper day. The classified advertising managers of the dailies and other publications having classified advertising departments had two hours during the afternoon, when a program was conducted by L. J. Boughner, of the *Chicago Daily News*, president of the Association of Classified Advertising Managers. Mr. Boughner also addressed a social get together meeting at noon luncheon. Commencing at 3:30 a round table discussion of matters pertaining to daily newspaper problems was conducted under the following headings: Subscription Rates; Advertising Rates; Collections; Grocery Advertising; Nature and Extent of Coöperation; Commissions to Direct Advertisers; Handling Apparent Fraudulent Advertising; Print Paper; Solicitors' Salary, or Salary and Bonus; Costs, etc. In the evening an informal social good time was held in the Savery Hotel.

Friday and Saturday were given over to the general convention of the Press Association, the program consisting of addresses on various topics of importance to the publishers, reports, discussions, etc., among the speakers being Corporation Counsel Charles Lyon, who represented the mayor of Des Moines; E. J. Feuling, publisher of the *New Hampton Tribune*, and president of the association; E. H. Cunningham, secretary Iowa Farm Bureau Federation; J. F. D. Aue, publisher of the *Burlington Hawkeye*; Harry Hillman, editor *THE INLAND PRINTER*; Frank Armstrong, of the Armstrong Advertising Service, and secretary Better Business Bureau of Iowa; Prof. F. W. Beckman, of Ames; G. L. Caswell, field secretary of the association; Frank M. O'Furey, editor *Mapleton Press*; C. A. Baumgart, of *Successful Farming*; Edgar R. Harlan, curator of the State Historical Department; and O. J. Benjamin, of the *Nevada Journal*.

On Friday evening a banquet was extended by the Greater Des Moines Committee to the visiting newspaper men, their ladies and guests, Paul Beer, president of the committee, being the toastmaster. The speakers were H. C. Wallace, editor of *Wallace's Farmer*, and John M. Parker, governor of Louisiana.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY,
632 SHERMAN STREET, CHICAGO.

VOL. 66.

MARCH, 1921.

No. 6

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago; Chicago Association of Commerce.

SUBSCRIPTION RATES

One year, \$4.00; six months, \$2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & Sons, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & Sons (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & Sons (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER Free to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES

WANTED—Purchaser for one of the most up-to-date printing plants in the United States; the owner knows nothing about printing, therefore wants to sell; will sell on ten years time, payments annually, and will retain interest in plant; plant in good running order doing business at present time, \$10,000 to \$15,000 a month; it can be increased to double this amount by working a night shift. Don't wish to correspond with any "would-be's" or "has-been's" but a good practical man who has some means and who knows the printing game from A to Z. L. CRANE, 1306 Great Northern bldg., Chicago.

PRINTER PARTNER WANTED—We produce bank advertising for banks in forty States; business rapidly growing; seven years' experience; must have good printer (good habits and capable) to handle printing; fine future for man who will help earn it; at least \$5,000 needed to handle this proposition; give qualifications and references first letter. THE WALTER C. SWENGEL SERVICE, Neoga, Ill.

FOR SALE—Trade press room; four large modern (almost new) two-revolution presses; low rent, location central, ground floor, convenient to downtown; will make terms satisfactory. This can be a most profitable business for one or more practical mechanics. BENJAMIN, 96 Beekman street, New York city.

FOR SALE—50-50 cash and terms, modern printing plant; Miehles, Millers, linotype, Cleveland folder, Dexter cutter, etc.; central downtown location, reasonable rent; at less than cost to replace; good-will, lease, etc., thrown in. Any one with ordinary business ability should do well. CONNER, 96 Beekman st., New York.

FOR SALE—One of the best equipped and best paying job printing businesses in northern Iowa, located in a growing factory town of 8,000; chance to enlarge; only exclusive job shop in city; business good; owner wants to retire. C. D. TORRENCE, Charles City, Iowa.

MINNESOTA JOB and newspaper plant wants superintendent who knows costs, is a business getter and can show results: opportunity for investment later on. Give full particulars in first letter; interview later if desired. M 307.

WANTED—One live hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALEBOOK CO., Chicago.

SUCCESSFUL PRINTING SALESMAN with some capital would consider combining with owner of progressive medium-sized plant in New York city. M 318, care Inland Printer, 41 Park Row, New York city.

FOR SALE—Complete printing, ruling and binding plant; all equipment up-to-date and in excellent working condition; present output, \$3,000 per month; excellent location; no labor troubles. M 316.

FOR SALE—Good established job printing office in Indiana county seat; price, \$3,500. M 224.

FOR SALE

FOR SALE—New and overhauled machinery for printing, binding and cutting and creasing: cylinders 16 by 21 up to 50 by 74; Chandler & Price job presses; paper cutters; folders; stitchers; proof presses; punches; Hamilton type and electrotype cabinets; stone frames. Machinery carried in stock: 50 by 74 late model Cottrell; two 39 by 53 Miehles; 20 by 25, 23 by 28, 23 by 30 and 29 by 41 Campbell two-revolution presses; 26 by 38 new Lee presses for quick shipment; 55-inch Kent semi-auto cutter, price \$1,200; 25 by 32 Potter self-inking proof press, price \$450; 18 by 26 Wesel self-inking proof press, price \$250; 8 by 12, 10 by 15, 12 by 18, 14 by 22 new and overhauled Chandler & Price presses in stock; 14 by 22 late style 6-C Thomson presses; 3 large and 2 small plants for sale; large stock of secondhand register books, stock of S. H. old style Latham register books; No. 4 Boston stitcher. Tell us your wants and the machinery you have for sale. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

FOR SALE—One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one one-color and one two-color 6 by 6 inch New Era press; three Kidder two-color 12 by 18 inch roll feed bed and platen presses; one Kidder latest improved 30 by 20 inch one-color roll product wrapping paper press, good as new, immediate delivery, bargain price. GIBBS-BROWER CO., 261 Broadway, New York city. Telephone: Barclay 8020.

NEWSPAPER PRESS, stereotype equipment and motors for sale at a bargain: forty-page right-angle R. Hoe press in good condition, equipped with Kohler system control, 50 and 7½ h. p. D. C. motors; stereotype outfit consisting of 2 steam tables with gas generator, one matrix rolling machine, 3-ton

Megill's Patent SPRING TONGUE GAUGE PINS



QUICK ON

Send for booklet this and other styles.

MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street
NEW YORK

From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES



WISE GRIP

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

metal pot, pump gas burners, and casting box, plate shaver, tail cutter and semi auto plate; 18 D. C. Linotype motors with gears, also a number of various types D. C. motors from 1/2 to 15 h. p.; prices low. THE HARTFORD TIMES, Hartford, Conn., care Business Manager or Mechanical Superintendent.

FOR TRADE OR DISPOSAL, several fully equipped modern, practically new large size two-revolution presses installed at sixty per cent of replacement upon most liberal terms; an opportunity to swap an old liability for a new asset; extension delivery and 220-volt D. C. motor outfit if desired. Communicate with FRANKLIN, 96 Beekman st., New York city.

I AM TIRED, DESIRE TO RETIRE—Therefore am offering at a fair depreciated value my profitable printing business most efficiently equipped and located on the 10th floor of modern building downtown Manhattan; low rent, lease, 5 1/2 years to run. If interested, write B. F. C., 96 Beekman st., New York city.

FOR SALE—About 4,000 pounds useful type faces, 6 to 72 point; full cases, used for stereotyping only in large newspaper display ads.; also California job cases and racks with steel runners. For particulars, address WESTERN PRINTING MACHINERY CO., 1214 Pine st., St. Louis, Mo.

FOR SALE—Serial No. 428 Hall drop roll folding machine, takes a 28-inch sheet, two right angles and two parallel folds, minimum fold of 4 inches; also Serial No. 355 F. P. Rosback rotary perforator, 6 perforator wheels and 1 cutter wheel, takes sheet 32 inches in width. M 303.

FOR SALE—One new Model 8 linotype with 2 magazines, Cutler-Hammer electric pot and motor, just received from factory and never uncrated. If you want immediate delivery on a linotype, get in touch with us. THE VAN TRUMP CO., Rochester, Indiana.

FOR SALE—Two American multigraph printers with inking attachment and automatic feed complete with motor and stands; thoroughly overhauled and in first-class condition; price, \$350 each. M 286, care Inland Printer, 41 Park Row, New York city.

A. C. MOTORS D. C.—Are you in the market for a motor to drive your linotype or intertype? We have gear drive motors of the Jenney type, new or used. Write us—it means a big saving to you. WM. REID & CO., 538 S. Clark st., Chicago.

METAL CARD HOLDERS for marking type cases, electro cabinets, stock bins and shelves. Send stamp for sample, prices and free booklet "How to Save Money in the Composing Room." HADDON BIN LABEL CO., Haddon Heights, N. J.

FOR SALE—One 26-inch Golding power cutter with two blades, individual drive complete with one h. p. single phase A. C. motor; overhauled and in A-1 condition. M 287, care Inland Printer, 41 Park Row, New York city.

FOR SALE, PAPER IN ROLLS—Waybill White in rolls 8 3/4 inch and 10 3/4 inch wide; Waybill Canary in rolls 8 3/4 inch and 10 3/4 inch wide. GUBELMAN PUBLISHING COMPANY, 2 Garden street, Newark, N. J.

FOR SALE—Pearl, 5 by 8, equipped with motor, \$150; Gally Universal, 14 by 22, \$300; Franklin foot perforator, 20-inch, \$40; all in good order. FROMM PRINTING CO., Chillicothe, Ohio.

BOOKBINDERS' MACHINERY—New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal st., Chicago.

FOR SALE—Three folding machines, all in perfect condition, No. 133 Brown, No. 267 Anderson parallel, No. 567 Anderson & Van Eiten. EDW. H. LISK, Inc., Troy, N. Y.

FOR SALE—One Standard Automatic high-speed press (Wood & Nathan), with double feed attachment. GUBELMAN PUBLISHING CO., 2 Garden st., Newark, N. J.

FOR SALE—One 4/0 single color Miehle press, size of bed 48 by 62, with automatic stacker; used only few weeks; complete with two sets roller stocks. M 323.

FOR SALE—One 16-page Goss press, printing page cut off 23 3/8 inches; six, seven or eight columns; complete with stereotype outfit. NEWS, Wheeling, W. Va.

FOR SALE—3 h. p. Western Electric motor with starter and rheostat, 220 volts, direct current. JOLIET CALENDAR CO., Joliet, Ill.

FOR SALE—Two 12 by 18 and one 15 by 21 Art Golding jobbers and motors. AMERICAN PUBLISHING CO., Columbus, Ohio.

PRINTING PRESS, 45 by 62, two-revolution; price, \$1,000. BOX 157, Xenia, Ohio.

FOR SALE—A Delphos press; first-class condition; now running. M 326.

HELP WANTED

Artists

WE WANT TO KEEP in touch with the best commercial artists and engravers artists; at times we have very desirable positions to offer in our Title Department for art title designing and drawing. Write LOREN TAYLOR, Famous Players-Lasky Corporation, Hollywood, California.

Bindery

WANTED—Bookbinder to do forwarding and finishing; state age, experience, previous employment and wages expected. A. J. LAUX & CO., Lockport, N. Y.

WANTED—A working foreman for a bindery doing blank books, loose leaf binders, library books and other job work. M 312.

Composing Room

A LONG ESTABLISHED Boston plant, highest grade book and job work, 5 linotypes, 5 jobbers, 4 cylinders, pleasant fully equipped shop, best of working conditions, wants a man of proven ability as printer-executive; to one who is anxious and competent to advance to complete management; a liberal wage will be given, and if mutually satisfactory, opportunity to secure an interest in a profitable business; letters must give fullest details to insure consideration. M 327.

WORKING FOREMAN FOR COMPOSING ROOM in large city in Ohio; plant is equipped with 4 Miehles, 3 Kelleys, 5 jobbers, 2 monotypes, and growing rapidly; does only highest grade book, catalogue and pamphlet work and general printing; applicant must furnish A-1 references as to ability and be thoroughly capable of handling this class of work and getting maximum results from his help; give all details as to age, etc., in first letter; open shop. M 302.

PRINTER—JOB FOREMAN—We are seeking the services of an A-1 foreman for composing room; must be good stoneman, fast and artistic, and thoroughly capable of handling all character of work; shop doing a big business and standard must be maintained; only first-class men need apply; salary can be arranged satisfactorily to applicant if he can fill bill. Write immediately to RENO PRINTING CO., Reno, Nevada.

MONOTYPE OPERATOR to take charge: must be a fully competent keyboard and caster man whose experience qualifies him to take complete charge of growing caster room; must do keyboard now but position will develop into executive one; good wages and a good job to a competent non-union man. Do not answer if you can't qualify. Tell us all in first letter. THE PENTON PRESS CO., Cleveland, Ohio.

TYPOGRAPHER WANTED—One who can lay out and execute unusual work and direct others in composition; expansion program of firm offers unusual opportunity for advancement to man of the right calibre; located in live Middle West city of 8,000, within 300 miles of Chicago. In writing, give names of last two employers, samples of work, and state salary expected. M 321.

LINOTYPE OPERATOR for \$55 a week situation: one who knows he can deliver better than 5,000 ems 8 point news measure with clean proofs on a good machine. Do not answer if you have not been doing it. Steady work, fine conditions; must be non-union. Tell all in first letter and when you can come. THE PENTON PRESS CO., Cleveland, Ohio.

LINOTYPE MACHINIST who is a machinist wanted for a seven-machine plant in fine city with good living conditions; the plant is large and progressive and man must be fully capable and competent as proven by past record; pay is right and working conditions are good. Tell us all in first letter; must be non-union. M 310.

HIGH-CLASS COMPOSITOR—The American Type Founders Company, Jersey City, N. J., requires for its specimen printing department, two or three compositors who possess, or can develop, real artistic ability; ideal place to work. Apply in person or by letter to foreman, composing room.

WANTED—High-grade combination monotype operator; complete new equipment; 48-hour week, open shop; union or non-union; first-class working conditions. POWERS-TYSON, Grand Rapids, Mich.

WANTED—Ad man for daily newspaper in town of 5,000 in northern Indiana; also in need of a linotype operator; good working conditions. THE AUBURN PRINTING CO., Auburn, Indiana.

WANTED—English-German linotype operator for magazine, book and catalogue work; \$40 per week of 48 hours. This is a permanent position. M 110.

FIRST-CLASS JOB COMPOSITOR—Steady work for a reliable man; open shop; state experience. BUSCHART BROS., 1427 Locust st., St. Louis, Mo.

Editor

WANTED: EDITOR AND MANAGER—Active experienced man under forty years of age as editor and business manager of established weekly newspaper, and executive manager well equipped printing plant; must know what constitutes a creditable weekly and good printing and how to produce same as well as get news and business; particularly an opportunity for effective man who wants a permanent location; fair and sure salary, and per cent of profits or other agreeable arrangement if justified by results; location: Arizona; to report March 26; state qualifications, personal data, salary to start. M 313.

Managers and Superintendents

SUPERINTENDENT—For shop in western Pennsylvania; two cylinders, five jobbers (two of them equipped with Miller feeders), Cleveland folder, rotary perforator, etc.; do general commercial work and a lot of it is rush work; want a man who can take entire charge of the mechanical end of the business. M 305.

PROCESS WORK —and Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

FOREMAN—In medium size shop; one that can turn out high-grade work, successfully handle employees, and not afraid to work. Also paper ruler who understands the making of loose leaf devices. Write, giving full information about self. M 309.

WANTED—Superintendent for large printing plant in Middle West; experience necessary in commercial, catalogue and color work; references required; state qualifications and salary expected. M 304.

AMBITIOUS MAN, 25 to 30, unmarried, desiring to be a proprietor, wanted as print shop manager's assistant; one worthy soon of admission to firm; controlling owner desires to partially retire. M 320.

Pressroom

FIRST-CLASS COLOR MATCHER for large ink concern in New York city. State terms and where employed last. Confidential. M 129.

Proofroom

WANTED—Man who thoroughly understands printing to read proof, O. K. printed forms and inspect; must be responsible for quality of output; night work, steady position. Address, stating experience and wages expected, M 324.

Salesmen

A SMALL COMPANY of printers, having built and equipped in a country suburb of Manchester a model printing plant with which they intend to do very distinguished and beautiful work, are seeking the acquaintance of a man to act as outside representative; a business builder rather than a mere traveler is required, and, whilst some knowledge of the technique of printing is of course necessary, it is even more important that the applicant should be able to see and make others see the part which unusually good printing can be made to play in modern commerce; a man with this kind of grasp and vision will find himself strongly supported and most liberally treated. Apply, in confidence and by full and explicit letter, to THE CLOISTER PRESS, LTD., 3 St. James' square, Manchester, ENGLAND.

SALESMEN SELLING PRINTING to sell gummed labels for package addressing as a side-line; 20 per cent commission. McCOURT LABEL CABINET CO., Bradford, Pa.

SALESMAN WANTED—Experienced paper salesman to sell fine writings and book papers; state experience. M 308.

INSTRUCTION

PROOFREADING—Special short mail course fully equips you for the proofroom; good positions with large presses; certificate issued. SPECIAL LOW RATE TO COMPOSITORS. Write today for full information. PUBLISHERS SCHOOL OF PROOFREADING, 602 Foster bldg., Madison, cor. 40th, New York.

LINOTYPE INSTRUCTION—Fifteen Mergenthaler linotypes; established fifteen years; more than 1,000 have attended. Call, write for particulars. EMPIRE SCHOOL, 133 E. 16th st., New York.

MISCELLANEOUS

MAKE YOUR OWN CUTS—Drawings, line cuts, plates of small type forms, letterhead designs, etc., at small cost without expensive equipment; copy-righted, workable process, \$1.00. Proofs and full details for stamp. C. I. PEACOCK, 40 Ferris place, Ossining, N. Y.

PRINTERS SAVE CLOTHING and money by buying durable home-made aprons with special pockets; lengths: 27-inch, \$1.15; 36-inch, \$1.35; post paid. Our aprons make friends; order now. HOME-MADE APRON CO., D. 13, Carpentersville, Ill.

SITUATIONS WANTED

Bindery

BINDERY FOREMAN wants position in a clean and modern bindery; an all-around bindery man with executive ability, also handy with machinery; eighteen years' experience, nine years as a foreman; willing to accept a reasonable salary with a firm where there is a future; references furnished. C. EVERET, care of H. E. Linck, 2218 N. Fourth st., St. Joseph, Mo.

BINDERY FOREMAN with wide experience; blank book, edition, catalogue, pamphlet, commercial, job and bindery work of every description; good executive, good mechanic; desires position with first-class printing house. M 228.

PAPER CUTTER wishes position; experienced in all grades of cutting on printing and lithographing; can also take charge of small bindery; \$50 to start. M 314, care Inland Printer, 41 Park Row, New York.

SITUATION WANTED—Bindery foreman or executive; understands cutting, folding, gathering and sewing machinery, automatic stitchers, etc.; best of references and executive ability. M 317.

Composing Room

FOREMAN OR SUPERINTENDENT—Competent and reliable man; open for engagement; used to high-grade work; small or medium-sized office; union; will go anywhere. A. H. FARROW, 51 Richelieu terrace, Newark, N. J.

JOB OFFICE machinist operator and all-around hand man desires change; married; union; South or West preferred, but will go anywhere. M 311.

FOREMAN (WORKING) open for steady situation; \$60 or better; job or newspaper. M 297.

Cost Accountant

DO YOU NEED a cost accountant to install or take charge of your cost finding department? I am not a flatterer; experienced in credit and collections and a student of production efficiency and higher accounting. M 137.

Electrotyper

STRICTLY FIRST-CLASS electrotype molder, both in wax and lead; 21 years' experience as foreman of different plants; thorough knowledge of the deposition of copper and nickel on wax and lead moulds; at present in charge of medium-sized plant in the East; references—the best; desire to locate in South or Southwest. M 325.

Managers and Superintendents

MANAGERSHIP WANTED of first-class medium-sized job plant; just sold my shop for \$15,000, bought 11 years ago for \$2,000; have paid for \$7,000 home, \$3,000 other property, automobile and family living; belief in cost system and nerve for my price did it; invite your closest investigation; references from banks and wholesalers furnished. N. H. CHURCH, Waco, Texas.

FOREMAN, ASSISTANT SUPERINTENDENT—Capable executive, on the job, broad experience in catalogs, booklets, commercial work, high-grade printing generally; familiar with linotype and monotype composition; practical knowledge of all departments; age 40; wish to connect with progressive firm. M 315.

FOREMAN-SUPERINTENDENT—Capable supervising printer, thorough, experienced, all-around man, desires position with good firm in city of 50,000 or larger. M 280.

Pressroom

PRESSROOM FOREMAN of twenty-five years' experience on all makes of job and cylinders, and all classes of work, including half-tone and three and four color process, would like to connect up with a good reliable firm within ninety days. All inquiries treated with courtesy. M 306.

CYLINDER AND GORDON PRESSMAN, experienced on all classes of work, also on two-color cylinder press, desires position in the State of Colorado or anywhere northwest or southwest. T. PALAMBO, 4821 Calumet av., Chicago.

PRESSMAN, or working foreman, cylinder, practical mechanic 20 years, expert half-tone and color work, wishes steady position; excellent references; will go anywhere. WILLIAM L. STARK, Milford, Del.

COTTRELL WEB PRESSMAN, now employed, wants to correspond with some firm that can offer a steady job; union. M 294.

WANTED TO PURCHASE

WANTED—Royle router; Royle lining beveler; circular saw; line and half-tone camera and stand 11 by 14 or larger; Levy screens, 150, 175, 200, 8 by 10 or larger; one pair 110-volt A. C. Bogue or Macbeth lamps, one double arc printing lamp; printing frames; one Miller saw-trimmer with attachments; one Levy Acid Blast etching machine; silver bath, 11 by 14 or larger; litho hand press; Cooke or B. & L. process lens. Equipment must be in good condition and price right; no junk. ALAN L. ENGLE, 709 Hamilton av., Trenton, N. J.

WANTED—Secondhand Kidder or New Era roll feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel., Barclay 8020.

WANTED—Automatic power paper cutter, 44-inch size or larger, with back gauge divided. Give details, description, price, age of machine, etc. M 330.

WANTED—Viratype, Emboso or Embossograph process embossing machine, also two C. & P. Gordons. Address, 422 Tribune Annex, Minneapolis, Minn.

WANTED TO PURCHASE, Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED—One large-sized printing, cutting and creasing, or plain cutting and creasing press. Please send full particulars. M 319.

WANTED TO BUY—A good secondhand litho offset press; small or medium size. NEWS PUBLISHING CO., Wheeling, W. Va.

WANTED FOR CASH, Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED—Meisel rotary sales book press; state full particulars and lowest price. M 117.

WANTED—Universal typesetting machine, also matrices. Write particulars. M 322.



EMBOSSOGRAPHY

TRADE MARK

The art of producing flexible and permanent embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street

NEW YORK CITY

Please Mention THE INLAND PRINTER When Writing to Advertisers.

BUSINESS DIRECTORY**Advertising Service**

PRINTERS—Are you getting your share of work for direct-mail advertisers? The best way to get your share is to use some of it yourself. HOWARD HANNEGAN, Advertising Service for Printers, 2003 E. 11th st., McKeesport, Pa. Member I. T. U.

Bookbinders' Machinery

HOFFMANN TYPE & ENGRAVING CO., 73 Fourth av., New York city. Large stock on hand.

Brass Dies for Stamping and Embossing

HOFFMANN TYPE & ENGRAVING CO., 73 Fourth av., New York city.

Brass Type Founders

HOFFMANN TYPE & ENGRAVING CO., 73 Fourth av., New York city. Large stock.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Calendar Pads

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

Carbon Black

CABOT, GODFREY L.—See advertisement.

Chase Manufacturers

BARNHART BROTHERS & SPINDLER—Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Counting Machines

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Cylinder Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

Demagnetizers and Ink Dryers

UTILITY HEATER CO., 239 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses. "Be a hot printer."

Electrotypers' and Stereotypers' Machinery

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st.

Embossing Composition

STEWART'S EMBOSHING BOARD—Easy to use, hardens like iron; 6 by 9 inches, 12 for \$1.25, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraved Letterheads

QUALITY WORK from steel engraved plates and dies. Specimens on request. DEAL & BROWN, 29 N. Water st., Rochester, N. Y.

Engraving Methods

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalko-type Board; no routing of open spaces. Send postage for specimens. HENRY KAHR, 240 East 33d st., New York.

Gummed Labels

THE McCOURT LABEL COMPANY, Bradford, Pa., prints gummed labels—specializing in printing GUMMED LABELS in rolls. Turn your orders for gummed labels over to us—we will pay you 20 per cent commission.

Job Printing Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Looping Machines

AMERICAN looping machines for punching-looping, one operation with twine, books, tags, Christmas bells. WARD & McLEAN, Lockport, N. Y.

Motors and Accessories for Printing Machinery

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers

UTILITY HEATER CO., 239 Centre st., New York. Gas machines that stop offset and electric troubles, quick dry ink, and are safe for all presses.

Numbering Machines

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Paper Cutters

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Perforators

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

Photoengravers' Supplies

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Presses

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Printers' Rollers and Roller Composition

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1859.

Printers' Supplies

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Printing Machinery, Rebuilt

BARNHART BROTHERS & SPINDLER—See Typefounders.

Printing Material

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Punch Holes

I MAKE open hole heads, round heads, gang heads, for all makes of machines; work guaranteed. Try me. W. M. ADAMS, 260 Wall st., Benton Harbor, Mich.

Punching Machines

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Roughing Machines

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Stereotyping Outfits

ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHR, 240 E. 33d st., New York.

Tags

MR. PRINTER—Send TAG inquiries and orders to THE DENNEY TAG COMPANY, Inc., West Chester, Pa., for quick service. Anything in blank or printed, regular or special tags, at lowest trade prices.

Typecasters

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

Typefounders

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at—Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

EMPIRE TYPE FOUNDRY (Est. 1894), makers Wood Type, Metal Type, Reglet and Cutting Sticks. Buffalo, N. Y. Delevan, N. Y.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

Wire Stitchers

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, $\frac{1}{4}$ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Wood Goods

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Wood Type

EASTERN BRASS & WOOD TYPE CO., 73 Fourth av., New York city. Large stock.

Printers and Publishers, Attention!

Let this plant be your bindery. We are equipped to serve you no matter where you are located.

ENGDAHL BINDERY

(HOLMGREN, ENGDAHL & JOHNSON Co.)

Edition Bookbinders

412-420 Orleans Street, Chicago

Phone Main 4928

CAMPBELL PRINTING PRESS REPAIR PARTS COMPANY

We have a few bargains in REBUILT PRESSES. Let us know your needs. We specialize in repair parts for Campbell Presses and counters for printing presses. Expert repair men for all makes of presses sent to your plant.

New York Office: 21-23 Rose Street. Works: Brooklyn, N. Y.

Avoid delay when in need of repairs by sending orders direct to office.

BOOKBINDING

Edition Binding, Leather, Cloth, also Catalog.
Efficient Workmanship. Prompt Service.

Correspondence
Solicited.

MURPHY-PARKER COMPANY
701-709 Arch Street, Philadelphia, Penna.



Ye Sign of Quality INKS

EAGLE PRINTING INK CO.
Chicago NEW YORK Detroit

EMBOSSING IS EASY

If you use STEWART'S EMBOSsing BOARD
Simple, economical, durable

Sheets, 6x9 inches \$1.25 a dozen, postpaid

THE INLAND PRINTER COMPANY

632 Sherman Street, CHICAGO

Plunger Cleaners, Well Brushes for Linotypes, Intertypes and Linographs

Sanitary, and time savers. They will clean the plungers and wells properly. Shipped on trial.

L. EWALD, 1726 Second Avenue, S., Minneapolis, Minn.



The New Sample Book of ONION SKIN MANIFOLD and THIN BOND PAPERS

will be mailed to you on request.

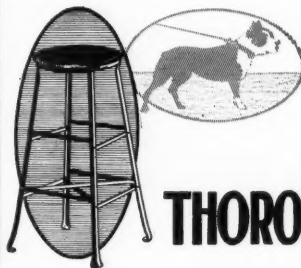
Some of these papers are needed in every organized business office.

They are sold by leading paper jobbers.

Made by

ESLEECK MFG. COMPANY

Turners Falls, Mass.



THOROUGHBREDS

Webster says:—THOROUGH-BRED—of unexcelled quality, true to its standards, unquestioned rank.

This well describes the 'HUGHES Line' of steel stools, chairs, trucks, and bench legs for the printing and allied industries.

There are many added and improved features that are being fully appreciated by printers and engravers.

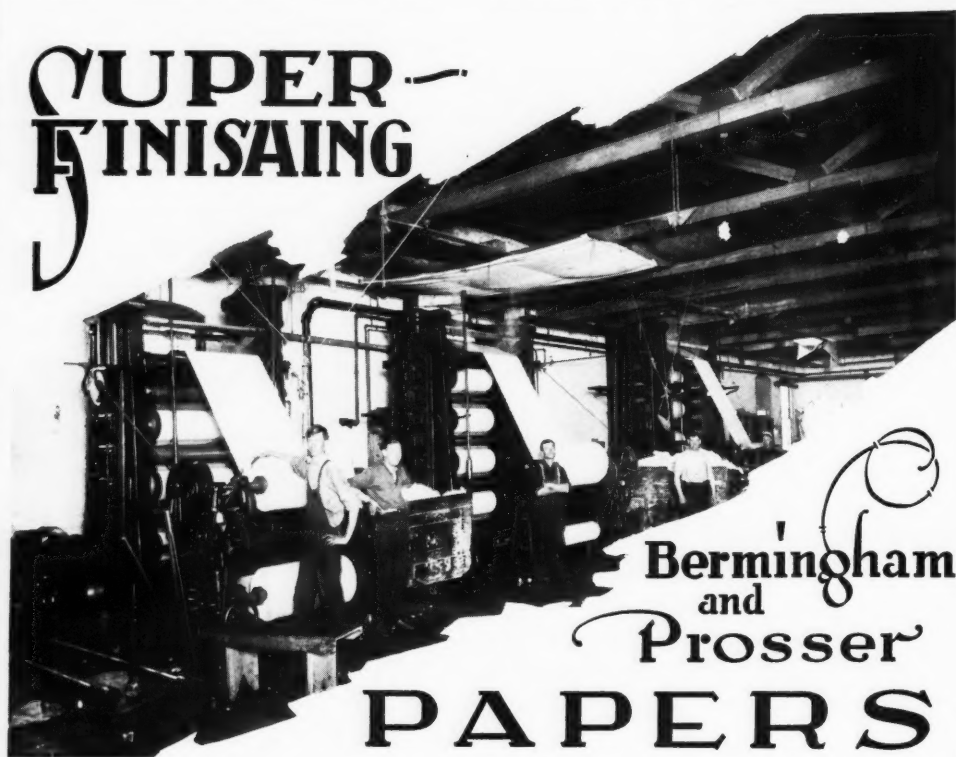
Let us tell you how Hughes Steel Equipment can be fitted in to meet your own requirements.

Hughes Steel Equipment Co.

Factory and Home Office:

ALLEGAN, MICHIGAN

SUPER- FINISHING



Birmingham
and
Prosser
PAPERS

The Seventh of a Series of Ads on Paper-Making

When the roll of paper comes from the coating machine its surface feels much like a blotter. The super-calender is required to bring out the smooth, rich beauty of the clay finish.

This super-calender is much the same as those on the paper-making machine — a "stack" of rolls run by contact with the lower roller which is operated by power. The steel rolls of the super-calender alternate with rolls of solidified cotton or paper.

In this month's illustration the paper may be observed being wound off from the upper reel, threading back and forth through the rolls and winding up on the lower reel.

Because of the friction contact, the rollers slightly decrease in speed from bottom to top and this friction, together with the tremendous weight of the rolls and the combined weight leverage, produces a glossy, hard finish where the rough coated surface existed. The degree of finish is determined by the adjustment of the leverage weight.

Many grades of B. & P. enameled papers are run through these calenders two and three times, acquiring an exceptionally brilliant surface.

Medium grade, uncoated book papers are often supered on the super-calender in much the same way as the coated paper is finished, the difference being that on the uncoated paper the sheet comes in contact with steam before passing through the rolls.

We will give you super-service if you "Write us before you print." Samples, dummies, prices quickly submitted.

BERMINGHAM & PROSSER CO.

KALAMAZOO, MICHIGAN

New York Office, 501 Fifth Avenue

Chicago Office, 10 S. La Salle Street

COMPARISON *The Only True Paper Test*

COMPARE

HOWARD BOND

WATERMARKED

With ANY PAPER—ANY PRICE
and when you buy, you will specify

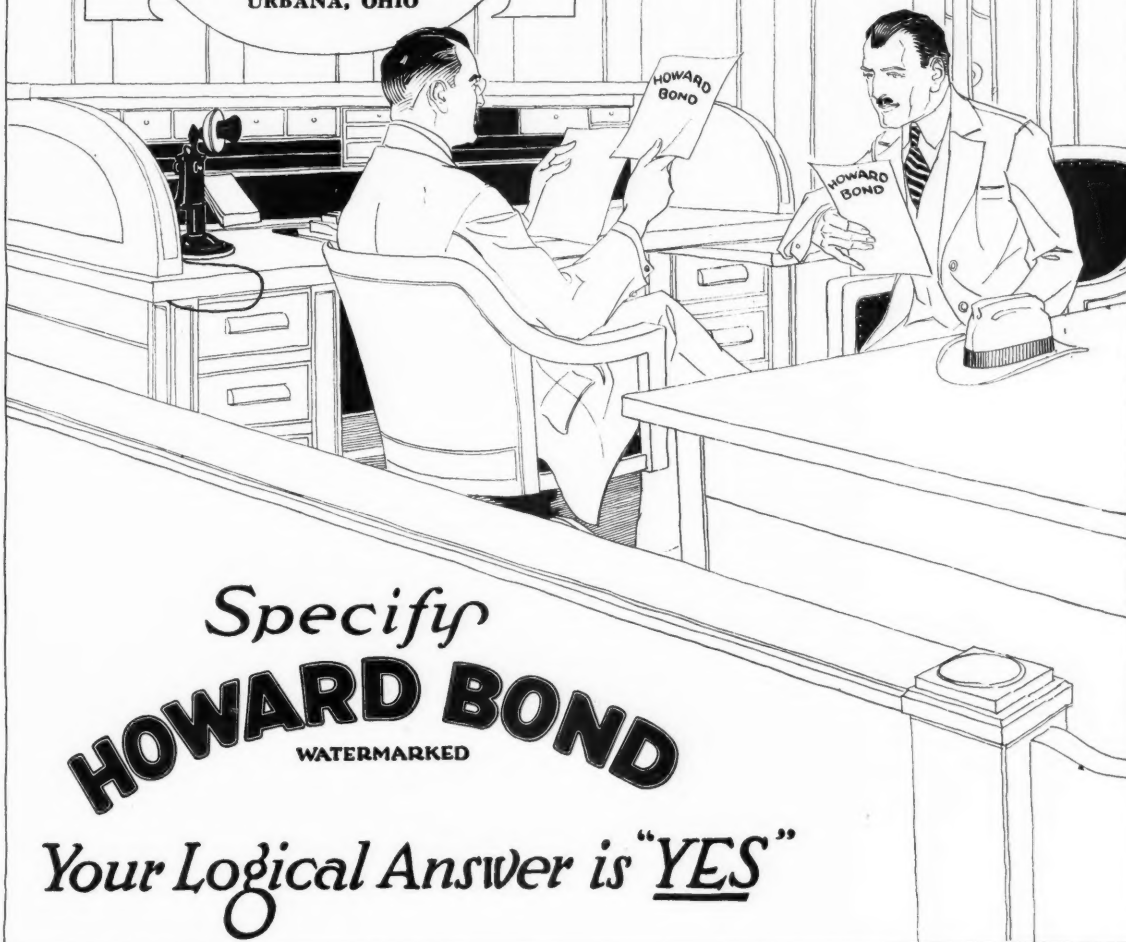
HOWARD BOND

Its brilliant, gleaming color, combined with its unusual strength and cleanliness will at once impress you with its distinctive refinement and superior merit as the ideal quality for your customers' letter-heads and all office requirements.

Our colors have been acclaimed the most beautiful shades on the market.

Sample portfolio gladly mailed you on request.

The Howard Paper Company
URBANA, OHIO



Specify

HOWARD BOND

WATERMARKED

Your Logical Answer is "YES"

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO

636-704 Sherman Street

PITTSBURG

88-90 South 13th Street

ST. LOUIS

514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

40-42 Peters Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

MINNEAPOLIS

719-721 Fourth St., So.

DES MOINES

609-611 Chestnut Street

CLEVELAND, OHIO

1285 West Second Street

SPRINGFIELD, OHIO

Shuey Factories Building



**WHITE MOUNTAIN
ENAMEL**


Makes Type and Picture Talk

ORDINARY catalog papers not infrequently silence the appeal of type and illustration. White Mountain makes them eloquent, and gives to good advertising its most effective expression. Not because it is low in price but because it is high in selling value, it is the ideal paper for catalog work.

A Whitaker Standard, of course.

THE WHITAKER PAPER CO.
Cincinnati, Ohio

BRANCHES IN ALL PRINCIPAL CITIES



"OAK LEAF CA

Leadership

FOR sixty years Collins Oak Leaf Coated Products have been in development and they have not only kept pace with, but have always anticipated the demands of the printing industry for the highest in value and quality.

It pays *us* to make only the best—it will pay *you* to use only the best.

• • •

A. M. COLLINS MANUFACTURING CO.
PHILADELPHIA, U. S. A.

Our huge plant covers nearly seven acres of floor space and is entirely devoted to the making of OAK LEAF products.



OAK LEAF CARDBOARDS AND COVERS

"The Best Since 1857"

VALUE and Quality in *Oak Leaf* Cardboards is expressed by a lack of those pressroom troubles which are so apt to eat up profits like a pack of hungry wolves.

THE Quality Group of Surface-coated Covers typifies the best as well as the most beautiful line of Cover Products in the world. Luminous with advertising possibilities.

Transluents
Coated Litho Blanks
Tough Checks
Railroads
Folding Satin
Specialties

Castilian Covers
Castilian Book Linings
Velumet Covers
Bird of Paradise Covers
Duotone Translucent



One Hundred Dealers in Fifty-seven Cities carry *Oak Leaf* Quality Products because they know there is none better. Ask your paper dealer for samples or write us.

A. M. COLLINS MANUFACTURING CO.
PHILADELPHIA, U. S. A.

The Top Sheet belongs there



ALWAYS the printed Top Sheet belongs with the case of Warren's Standard Printing Paper you ordered.

The Warren Top Sheet is more than a printed sample of a Warren paper. It is a printed sample of the paper you are paying for, because in every instance the Top Sheet is printed from the same run of paper as the blank sheets with which it is packed.

If you will make a collection of Top Sheets you will discover how slightly, if at all, the press-room performance of any Warren Standard Printing Paper varies.

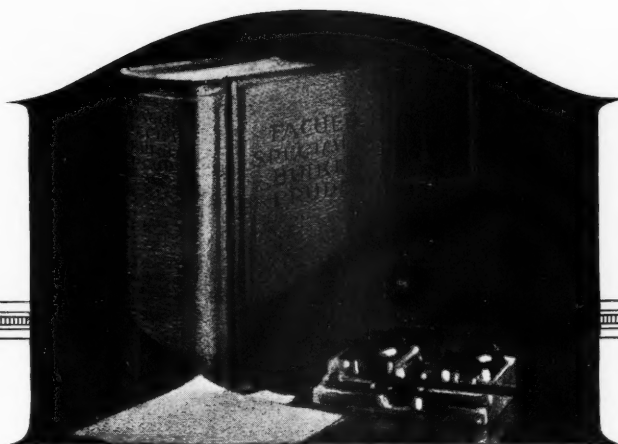
Such a collection is helpful to us because it constitutes a record of results from the use of different inks, and the make-ready employed on a number of different subjects. In the same way, it can be helpful and instructive in your own press room.

Thus the Warren Top Sheet is more than an example of fine printing—more than an assurance that your own order of paper has been put to a practical test. Whatever quality of printing is shown on a Warren Top Sheet, is printing that any good printer is perfectly safe in undertaking to deliver.

S. D. WARREN COMPANY, BOSTON, MASS.



WARREN'S STANDARD PRINTING PAPERS



A book handicapped by unnecessary weight

IF you have ever leaned across a wide desk and with a great effort raised at arm's length a heavy directory resting on the opposite end, you will have experienced one important need for lighter books.

It is not unusual in many books of 2000 pages, and measuring about 6x9 inches, to find the weight close to 14 pounds. A book of the same size and number of pages would, if printed on Warren's Thintext, weigh about 5½ pounds. If Warren's India were used, the book would be even lighter in weight.

Books of such light weight are possible because of the extreme thinness of Warren's India, which runs 1420 pages to the inch, and Warren's Thintext, slightly heavier, of which 1184 pages are necessary to make an inch.

In addition to being adaptable for books, both Warren's India and Warren's Thintext can be used for loose-leaf catalogs, insurance rate books, students' reference books, and folders, and booklets that must fit into very small spaces.

Both Thintext and India are Warren's Standards and papers of The Lindenmeyr Lines. They form, together with Strathmore Expressive Papers, Buckeye Covers, Princess Covers, Old Hampshire Bond, Brookdale Linen Bond and the other papers of The Lindenmeyr Lines, a collection of better papers which encourage better printing.

We will gladly send you samples of Warren's Thintext and Warren's India so that you may become acquainted with their extreme thinness, good opacity and fine printing surface.

Telephone:
Spring
9600



16-18 Beekman St.,
New York, N. Y.
54-56 Clinton St.,
Newark, N. J.
58-60 Allyn St.,
Hartford, Conn.

Manufacturers of Printing Machinery and Supplies — *Sell in* *Great Britain*

British printers, handicapped for over four years by the restrictions forced by the war, anxiously await the opportunity to install items of American-made equipment of recognized merit.

As one of their leading engineers, supply houses, and manufacturers of printers' rollers and printing-inks, we are daily asked to fill the gap between them and the American manufacturer.

In addition to our facilities for handling agencies in a profitable and satisfactory manner, as outlined above, we can offer manufacturers the advantages of our good-will, developed by years of careful and conscientious service in behalf of our trade.

An association with this reliable house, therefore, should prove an asset for any manufacturer. Let us know what you have; we will give you our opinion of the possibilities for building up a trade with it in Great Britain.

This long-established printers' supply house, maintaining extensive showrooms and operating an efficient selling organization, seeks the agencies for American made machinery, equipment and supplies essential or advantageous to the printing, box-making and allied trades.

We Can Guarantee Excellent Business for Good Products.

WALKER BROS.

(Usher-Walker, Ltd.)

ENGINEERS AND DEALERS IN MACHINERY AND SUNDRIES FOR THE PRINTING,
BOX-MAKING AND ALLIED TRADES.

Main Offices and Showrooms, 33 Bouverie St., Fleet St., London (E. C. 4), England.



ONE naturally associates exquisite printing with Foldwell coated paper—so surpassingly beautiful are the impressions left upon its specially prepared surface.

The master printer and the experienced advertiser are no longer particularly surprised over excellent work done on it. They expect this—they depend on it—and they are always satisfied.

To what other paper can one turn with the same absolute assurance of perfection in reproduction? To what other paper can one

turn, confident that even after folding, unmarred beauty will persist in the printed piece?

These are Foldwell advantages. They can be profitably used by those who want their printed pieces to make telling impressions.

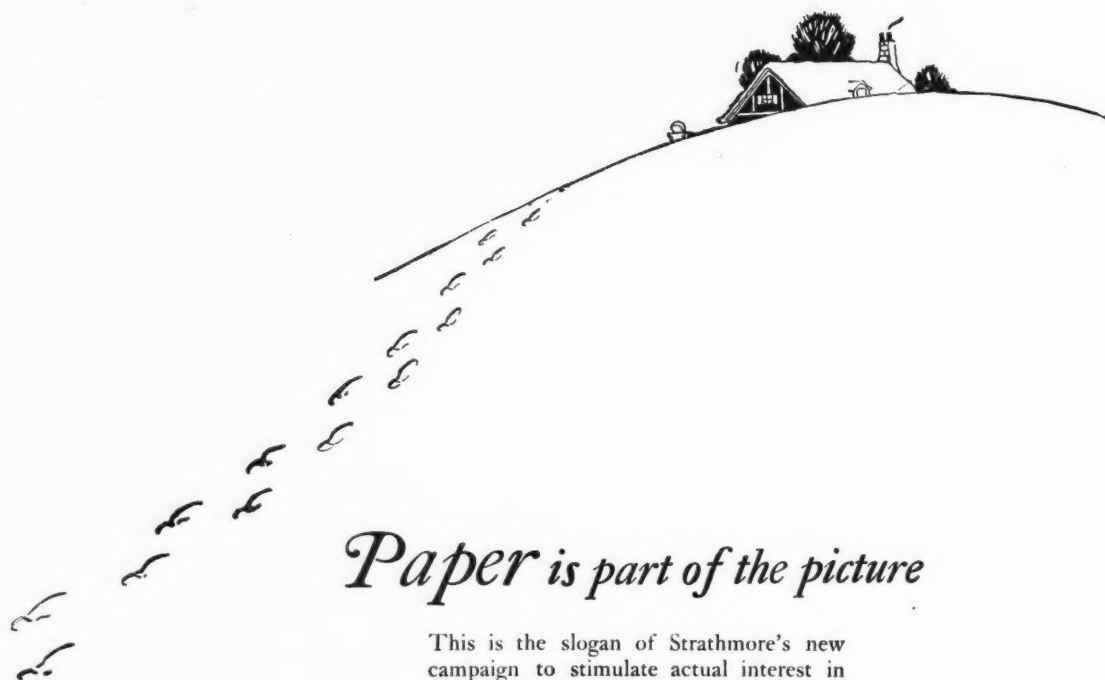
If you would like to test our paper we will gladly furnish samples for the asking.

CHICAGO PAPER COMPANY, Manufacturers
804 South Wells Street, Chicago

Distributors
in all
Principal Cities

Foldwell
TRADE MARK
REGISTERED

Coated Book
Coated Cover
Coated Writing



Paper is part of the picture

This is the slogan of Strathmore's new campaign to stimulate actual interest in Quality Printing. The advertisements talk Type, Illustration and Color, as well as Paper—and each ad refers the reader to his printer.

The series will appear in the Literary Digest, Outlook, Business, Nation's Business, Mail Bag, Printers' Ink, Printers' Ink Monthly, and the Printing trade press, supported by an effective national direct mail campaign.

See the February issues of these periodicals for the first of these unusual advertisements. And in the meantime, do not fail to write for the Strathmore Demonstration Set, for the benefit of your salesmen.

STRATHMORE PAPER COMPANY
MITTINEAGUE, MASSACHUSETTS, U. S. A.

STRATHMORE

Expressive Papers



SYSTEMS

The Loft-Dried Rag-Content Paper **BOND** *at the Reasonable Price*

THERE are two outstanding reasons why you as a printer or lithographer should find it profitable to standardize on Systems Bond for the majority of your quality letterheads and business form orders:

1. Systems Bond is consistently—and continuously—advertised *to your customers*. Through this advertising, appearing regularly in large space in National media, buyers of printing have been led to *expect* satisfactory letterheads when Systems Bond is used.

2. The Quality and Uniformity

of the paper itself are consistently and continuously maintained, so that it can be depended upon to meet—and often to exceed—the expectations created by the advertising.

Systems Bond, in other words, is that doubly-saleable of commodities—a quality product with an established and recognized quality *reputation*. No other bond paper of similar character is so well and so favorably known as Systems; no other paper of comparable quality is obtainable at so moderate price.



EASTERN MANUFACTURING COMPANY, *General Sales Offices:* 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

SYSTEMS BOND DISTRIBUTORS

ALBANY—W. H. Smith Paper Corporation
 ATLANTA—Sloan Paper Company
 BALTIMORE—Baltimore Paper Company, Inc.
 BOSTON—Carter, Rice & Co., Corp.
 The A. Storrs & Bement Company
 BUFFALO—The Disher Paper Company
 CHICAGO—Swigart Paper Company
 The Paper Mills' Company
 CINCINNATI—The Chatfield & Woods Company
 CLEVELAND—The Union Paper & Twine Company
 DES MOINES—Pratt Paper Company
 DETROIT—The Union Paper & Twine Company
 HARRISBURG—Donaldson Paper Company
 KANSAS CITY—Bendict Paper Company

LOS ANGELES—Blake, Moffitt & Towne
 LOUISVILLE—The Rowland Company
 MANILA, P. I.—J. P. Heilbronn Company
 MILWAUKEE—The E. A. Bouer Company
 MINNEAPOLIS—Minneapolis Paper Company
 NASHVILLE—Clement Paper Company
 NEWARK—J. E. Linde Paper Company
 NEW HAVEN—The A. Storrs & Bement Company
 NEW YORK—J. E. Linde Paper Company
 Miller & Wright Paper Company
 NORFOLK—R. P. Andrews Paper Co., Inc., of Va.
 OMAHA—Carpenter Paper Company
 PHILADELPHIA—A. Hartung & Company
 Riegel & Company, Inc.

PITTSBURGH—General Paper & Cordage Company
 PORTLAND, ME.—C. H. Robinson Company
 PORTLAND, ORE.—Blake, McFall Company
 RICHMOND—Virginia Paper Company
 SALT LAKE CITY—Carpenter Paper Co. of Utah
 SAN FRANCISCO—Blake, Moffitt & Towne
 SEATTLE—American Paper Company
 SPOKANE—Spokane Paper and Stationery Company
 SPRINGFIELD, MASS.—The Paper House of N. E.
 ST. LOUIS—Beacon Paper Company
 ST. PAUL—E. J. Stilwell Paper Company
 TACOMA—Tacoma Paper and Stationery Company
 WASHINGTON—R. P. Andrews Paper Company
 WINNIPEG, CANADA—The Barkwell Paper Company

EXPORT—A. M. Capen's Sons, Inc., New York; W. C. Powers Company, Ltd., London, England
 ENVELOPES—United States Envelope Company, Springfield, Mass.

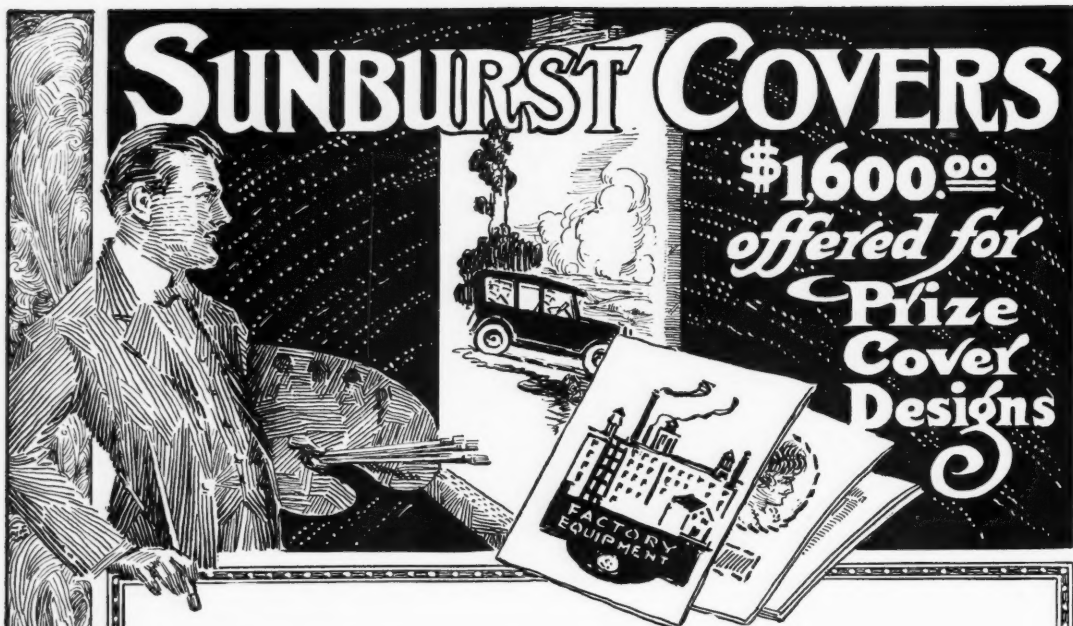
Loft-Dried

Please Mention THE INLAND PRINTER When Writing to Advertisers.

SUNBURST COVERS

\$1,600.00

offered for
**Prize
Cover
Designs**



Contest for Commercial Artists

\$1,000.00 will be paid for what in our opinion is the best catalog cover design submitted to us on Sunburst Cover Paper, before May 30. Fourteen other cash prizes for cover designs. If you are not interested, bring this opportunity to the attention of some artist or designer.

DETAILS IN BRIEF

THIS company makes Sunburst Cover Paper, the most beautiful and widely used catalog and booklet cover.

For display purposes in various large cities, we wish a collection of original cover designs painted on Sunburst Cover Paper.

To stimulate super-effort on the part of commercial artists, we offer \$1,000.00 for the best design submitted; \$200.00 as a second prize; \$100.00 as a third prize; and 25 prizes of \$25.00 each.

In addition to the above cash prizes, we will buy at satisfactory rates any others that we may wish for our collection.

OPEN TO ALL

ALL artists are invited to send in one or as many cover designs as they wish. We will supply free of charge an assortment of Sunburst Cover Sheets cut to uniform size, and on which the designs are to be executed.

There is no limit to style, color scheme, treatment or subject of the cover designs submitted. They may be designs which are, or have been, planned for some particular job.

These designs are not to be working drawings, but the complete painted cover dummy, such as you would submit to a customer for approval.

PUBLICITY FOR ARTISTS

ALL successful designs will be given wide publicity, in which the artists' names will figure prominently. These prize covers will be shown in all the leading cities, and the artists will benefit from these exhibitions. Send in work that will be a credit to you and the famous Sunburst Cover Papers.

HAMPDEN GLAZED PAPER & CARD CO.

93 CANAL ST., HOLYOKE, MASS.

FILL IN, clip and mail the coupon attached below. It will bring you complete information regarding Sunburst Prize Competition, and also an assortment of working sheets of Sunburst Paper.

Hampden Glazed Paper & Card Co., 93 Canal St., Holyoke, Mass.

I am interested in your prize offer for cover designs on Sunburst Cover Paper, and would like to enter the contest (or have a friend do so). Please send further information and the free working sheets of Sunburst Cover Paper.

Name _____

Firm _____

Address _____

MANIFEST

A Profit Producing **BOND** *for Economical*
Bond Paper *Business Stationery*

LIKES and dislikes are sometimes hard to account for, but there's no mystery about the liking of printers and lithographers for Manifest Bond. They like it and buy it because it is a quality sheet at a quantity price—a paper on which attractive printing prices can be quoted without endangering either the printer's profits or his standing with his customers.

Manifest Bond contains a sufficient percentage of rags to give strength and crackle, the colors are clear

and clean, the formation even and the quality uniform. An exceptional paper for attractive and *economical* Letterheads, Billheads, Statements, Interdepartmental Correspondence and miscellaneous business forms.

Made in bright, clean white and a variety of attractive colors. The nearest of the distributors listed below can fill

your orders promptly, from stock.

A new Sample Book, now on the press, will be mailed on request, as soon as ready.



EASTERN MANUFACTURING COMPANY, *General Sales Offices:* 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

MANIFEST BOND DISTRIBUTORS

ALBANY—W. H. Smith Paper Co.
ATLANTA—Sloan Paper Co.
BOSTON—Proctor Paper Co.
CHICAGO—La Salle Paper Co.
LONDON, ENG.—W. C. Powers Co., Ltd. (Export)
LOS ANGELES—Blake, Moffitt & Towne
MANILA, P. I.—J. P. Heilbronn Co.
MINNEAPOLIS—Minneapolis Paper Co.
NEW YORK—A. M. Capen's Sons, Inc. (Export)
Harper Paper Co.
Sutphin Paper Co.

PHILADELPHIA—J. L. N. Smythe Co. (Export)
PITTSBURGH—General Paper & Cordage Co.
PORTLAND, ORE.—Blake, McFall Co.
RICHMOND—Virginia Paper Co.
ST. LOUIS—Mack-Elliott Paper Co.
SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Co.
SPOKANE—Spokane Paper & Stationery Co.
TACOMA—Tacoma Paper & Stationery Co.

MANIFEST BOND

is made by the makers of
Systems Bond



Please Mention THE INLAND PRINTER When Writing to Advertisers.



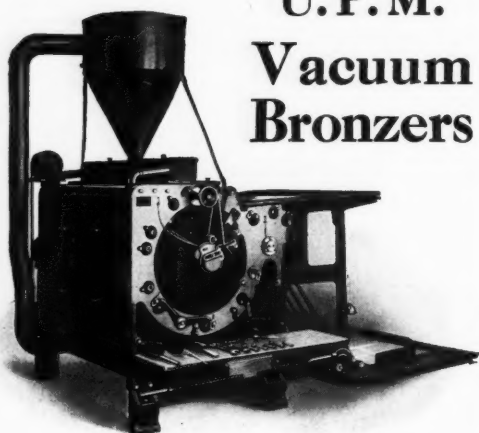
United Printing Machinery Company



23 Houses

That use a
total of **123**
U. P. M.

**Vacuum
Bronzers**



U. S. Printing & Lithograph Co.....	24
Robert Gair Co.....	9
Forbes Litho. Mfg. Co.....	7
Stecher Lithograph Co.....	7
Calvert Lithograph Co.....	6
National Folding Box & Paper Co.....	6
Nevins Church Press.....	6
American Lithograph Co.....	5
Wm. Steiner Sons & Co.....	5
Brockway-Fitzhugh-Stewart, Inc.....	4
Columbia Graphophone Co.....	4
Heywood Strasser & Voight Litho. Co.....	4
Ketterlinus Litho. Mfg. Co.....	4
Pasbach-Voice Lithograph Co.....	4
Simpson & Doeller Co.....	4
A. Hoen & Co.....	3
Lord Baltimore Press.....	3
Maryland Color Printing Co.....	3
Multi-Colortype Co.....	3
Sackett & Wilhelms Corp.....	3
Schmidt Lithograph Co.....	3
Victor Talking Machine Co.....	3
Wilmanns Bros.....	3

RE-ORDERS TELL

what users think of this Bronzer.

This Happened*

Two more presses were needed.

Conferences ended with these words by the manager:

"Before we buy more presses we'll try out the Chapman Electric Neutralizer!"

The test was made on three presses.

Right away the entire plant of seventeen large presses was equipped.

Result for the year:

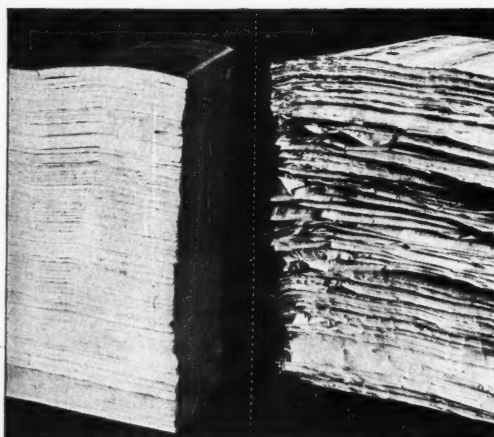
Seventeen presses with Neutralizers equalled the production of *Nineteen presses* hampered by static electricity. Figure the savings.

Chapman Electric Neutralizer

*Makes Presses
Deliver Light Paper*

LIKE
THIS ↓

INSTEAD OF
LIKE THIS ↓



*We'll tell names to those who ask

UNITED PRINTING MACHINERY COMPANY

83 BROAD STREET
BOSTON

38 PARK ROW
NEW YORK

604 FISHER BUILDING
CHICAGO

IDEAL TYPOGRAPH ROLLERS

ALL ROLLERS EXCEPT FORM ROLLERS

THE FIRST REAL IMPROVEMENT IN TYPO ROLLERS IN A CENTURY

SIMILAR TO THE WELL KNOWN **IDEAL** LITHOGRAPH ROLLER.
MADE OF **VULCANIZED OIL**—NO GLUE, NO GLYCERINE, NO
RUBBER.

NOT AFFECTED BY HEAT, WATER OR HUMIDITY.

CANNOT MELT—DO NOT HAVE TO BE COOLED IN SUMMER.

**NOT AFFECTED BY WEATHER CONDITIONS OR CLIMATIC
CHANGES.**

THE SAME ROLLERS THE YEAR AROUND—DO AWAY WITH
SUMMER AND WINTER ROLLERS.

DO NOT CHANGE SHAPE OR DIAMETER AND DO NOT
REQUIRE RESETTING.

OPERATE AT ANY SPEED, UNDER ANY CONDITIONS, IN ANY
LOCALITY.

DO NOT REQUIRE SEASONING.

ARE TRUE AND DISTRIBUTE INK PROPERLY.

PERMIT CHANGING FROM BLACK OR COLOR TO DELICATE TINTS.

INCREASE PRODUCTION.

ORDER NOW, BEFORE SPRING RUSH

PROMPT DELIVERY. INQUIRE OF OUR NEAREST BRANCH.

SOLE SELLING AGENTS

THE AULT & WIBORG COMPANY

CINCINNATI, OHIO

**EASTERN REPRESENTATIVES: THE AULT & WIBORG CO. OF N. Y.,
57 GREENE STREET, NEW YORK CITY**



SOME photographers charge three dollars a dozen for their pictures—others charge ten dollars. The mechanical process is about the same in each case, but the ten dollar man has the art of posing down to a nicety, and he knows just the subject of conversation that will bring out all that is best in the face of his man. He makes more money on the sale, and his customer is better satisfied. That is *service*. When you suggest

Old Hampshire Bond

to your customer, you are rendering him a service.

And service is the greatest force you can bring to bear for keeping old customers and drawing new. We will help you push Old Hampshire Bond by furnishing you with advertising matter.

Hampshire Paper Company

South Hadley Falls, Mass.

CROMWELL Tympan Papers

Give Cleaner Impressions with
a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order today and secure the perfection and economy in printing that Cromwell Tympan Papers give.

Sample of our Tympan Paper sent on application.

The Cromwell Paper Co.

Department I. P.

Jasper Place

Chicago, Ill., U.S.A.





For Static Electricity and Offset Nothing Equals Utility Safety Gas Heaters

Write for copies of letters of printers who have tried and discarded electric and other devices in favor of the Utility. We advise electric heaters only where gas is unobtainable.

No other Neutralizers, Demagnetizers, Burners or Eliminators are in the same class with the 1921 Utility Safety Gas Heaters for all styles of Flat Bed and Rotary printing presses. They are *safe*.

What "Collier's" says:

We have had your Utility Heater installed on one five-color Rotary Web Press for three months, and it is accomplishing excellent results. We can run much fuller color without offset, can run our press at a higher speed, and sheets can be handled at least two hours earlier in the bindery.

—Floyd E. Wilder, Plant Mgr.

UTILITY HEATER CO., Inc.

Main Office and Factory: 239 Centre St., N. Y.

Phone Canal 2989

Sold in Chicago by George E. Smith, 742 Webster Bldg., Phone Wabash 528. In Boston by Philip Ruxton, Inc., 270 Congress St. In Philadelphia by Hartnett & Co., 1010 Race St. In San Francisco by H. W. Brintnall, 57 Clementina St. In Toronto, Canada, by Whitman & Baker. In London, Eng., by Canadian-American Machinery Co.

Electrical Equipment for the Pressroom

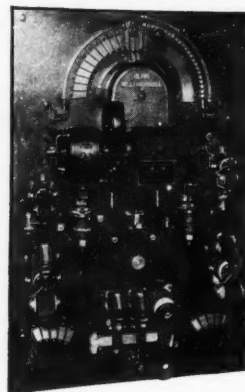
Used by the Best-Known Printers



Cline Universal Controller
Master Station for Flatbed, Offset or Small Rotary Press.



Push Button Station



Rotary Press Controller
Full Automatic for large Rotary or Magazine Press.

CLINE ELECTRIC MANUFACTURING CO.

Fisher Building
CHICAGO



Marbridge Building
NEW YORK

THE FUCHS & LANG MFG. CO.

Inspiring Confidence and Making Good

"We have been using, as you know, a special ink for our Kelly and Cylinder Presses, and after scouring the country and in many instances paying three times the price and not getting near the results that your inks have been giving us"

The ink for the Kelly and Cylinder Presses as quoted above is our RUTHERFORD FORTY. We are receiving many such letters and feel confident that all printers would write the same if they would but use our inks

Try the RUTHERFORD FORTY at 40c. per pound in 25 pound lots or more

THE FUCHS & LANG MFG. CO.

Finest Printing and Lithographing Inks
Bronzing Machines

119 West 40th Street
New York, N. Y.

120 West Illinois Street
Chicago, Ill.

142 North Fourth Street
Philadelphia, Pa.

Factories: Rutherford, New Jersey

**Over 10,000
Satisfied
Users**



"INTERNATIONAL" Electric Glue Heaters

like the fireless cooker are built on the principle of retaining heat.

There is no water bath to boil dry and cause burn-outs on the International.

Even dry heat means more accurate temperature control and a lower energy consumption.

The quart pot operates at an average cost of one cent per day.

INTERNATIONAL ELECTRIC COMPANY
ELECTRICAL HEATING APPLIANCES
INDIANAPOLIS, U.S.A.

Write for folder,
"EFFICIENT GLUE
HANDLING"

"International Electric Heaters Are Better"

How to tell good gummed paper



YOU can not tell much about gummed paper simply by looking at it.

The safest way to buy gummed stock is by name, and the name that insures your getting the best is JONES.

For more than 100 years the House of Jones has been recognized as the leader in the manufacture of gummed paper. When a concern does one thing continuously for more than a century, you can make no mistake in placing your confidence in them.

Jones Gummed Paper will not curl or cake. It is the best that can be produced, and yet the cost is no more than that of ordinary kinds.

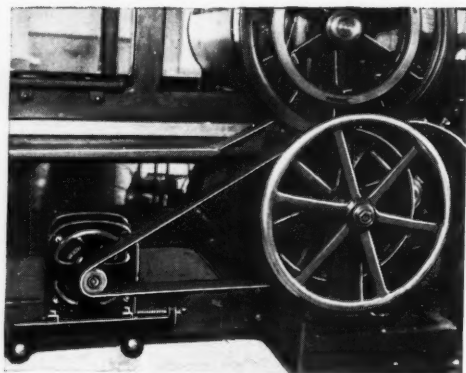
Samples gladly sent on request.

SAMUEL JONES & COMPANY

Leaders since 1810

Newark, New Jersey





A Kimbleized Print-Shop Runs Smoothly

With a Kimble Motor driving each press —cylinder or jobber—your *power* problems are at an end.

For these are printing press motors, made for this one special purpose; and suited to exactly the conditions involved in printing press drive.

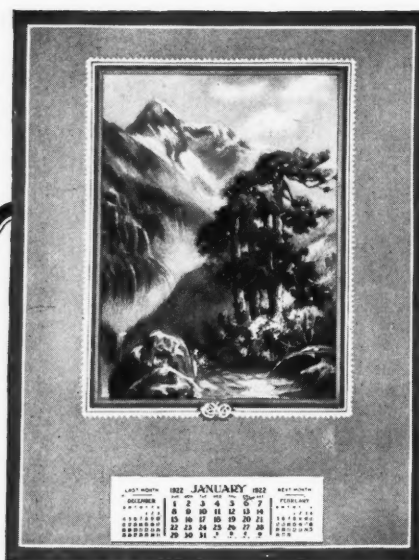
We are familiar with *all* makes, types and sizes of presses; and all you need to do is to send us the name, number and size of each of your presses and the voltage and frequency of your alternating current electricity and we will tell you the size, type and price of the Kimble Motor you need.

It won't cost you anything to get an estimate; and we will be able to show you how you can cut current consumption while increasing impressions per hour.



*For sale by all foundries and dealers
in printers' supplies.*

KIMBLE ELECTRIC CO.
635 North Western Avenue
CHICAGO



Go to Goes for

*The Goes Art Advertising Calendar Pictures
The Goes Art Advertising Calendar Mounts
The Goes Lithographed Calendar-Pads*

A varied assortment of original styles has been prepared especially for the 1922 calendar trade. Also

*The Goes Art Advertising Blotters
The Goes Art Advertising Mailing Cards
The Goes Art Advertising Calendar Cards
The Goes Art Advertising Hangers*

The Goes Printers' Helps also include

*Diplomas and Certificates-of-Award
for all purposes*

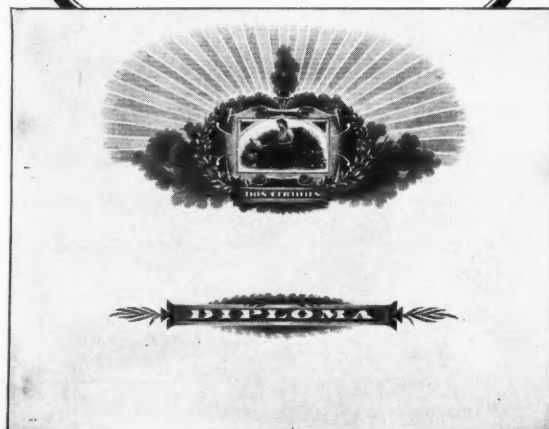
*Stock Certificates Common-Law Certificates
Bordered Blanks Bond Blanks*

The Goes Common-Law Record Book and the Goes Corporation Record Books are complete record books. Forms helpful during the organization, as well as in the keeping of subsequent records, are provided.

Samples or descriptive matter of all of these Goes Products, will be sent promptly upon request

Goes Lithographing Company

45 West 61st Street, Chicago



NEW MODEL COMPOSING ROOM SAW

Complete with
Motor



"Better than Many
—Equal to any"

**SAWS and TRIMS
One Operation**

Table Elevated from
Saw and Trim Position
to Sawing Position
in Three Seconds

**Powerful Work
Holder**

Gauge
Adjustable
to Points

LACLEDE MFG. COMPANY

119-121 N. Main St.

St. Louis, Mo.

Laclede Remelting Furnaces

Scientifically Designed and

Substantially Built in

sizes to meet the

requirements of

any Office



Jobbers and Dealers
Everywhere

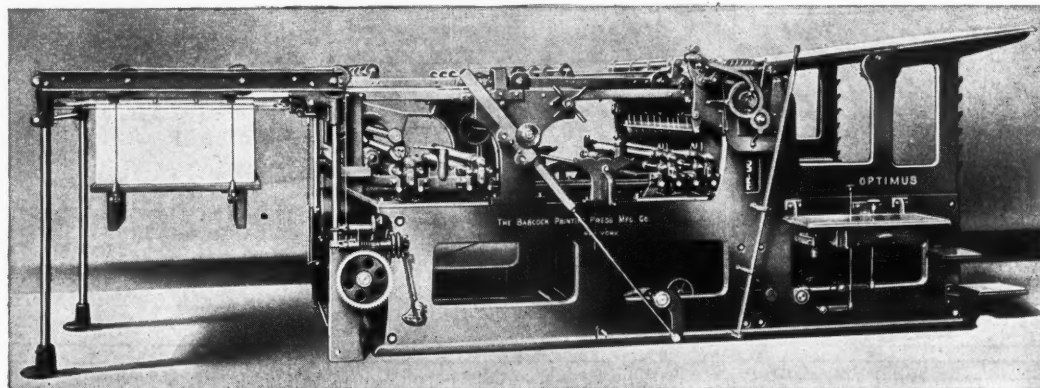
Full Information upon
request



MANUFACTURED BY THE

Laclede Mfg. Company

119-121 N. MAIN STREET
ST. LOUIS, MO.



The EXTENDED DELIVERY and PILE TABLE On the BABCOCK OPTIMUS

More Babcocks in Use
than Any Other Single Make of
Cylinder Press

The Babcock Line is a complete line—including the Optimus Two-Revolution in all needful sizes of 4-Roller, 3-Roller and 2-Roller Presses—four types of One-Revolution Presses in many sizes—and the Babcock Automatic Piling Cutter and Creaser Presses



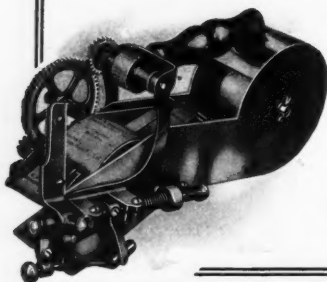
Here is a sure way to get more production for the running time of cylinder presses. No more hand lifting of printed sheets from the delivery table. The press automatically delivers and jogs the printed sheets on a platform. When the job is off or the platform is loaded to capacity, it is lowered to the floor, where any type of lift-truck may pick up the platform and its stack of sheets, and roll away. You must do something to check the rising cost of printing. This is one certain way. The Extended Delivery and Pile Table may be added to any 4-roller Optimus made since and including Serial No. 2869, and some of older type



BARNHART BROTHERS & SPINDLER

Western General Sales Agents Babcock Printing Press Mfg. Co.
Chicago Dallas Kansas City Saint Louis Omaha Saint Paul Seattle

The Wing-Horton Mailer



12,000
Wing Mailers

have been sold
to date

Ask us why

Chauncey Wing's Sons
Greenfield, Mass.

THE TYPE-HI PLANER

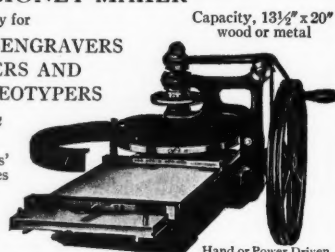
"A MONEY-MAKER"

Built expressly for
PRINTERS, PHOTO-ENGRAVERS
ELECTROTYPERS AND
FLAT-BOX STEREOTYPERS

Send for descriptive booklet
to-day

For sale by all Typefounders'
and Printers' Supply Houses

1921 Model
greatly improved



Hand or Power Driven

TYPE-HI MFG. CO., SYRACUSE, N.Y.

THE McGRATH ENGRAVING CO.

EXPERT MAKERS OF PRINTING PLATES

501 S. LA SALLE ST.
CHICAGO



TELEPHONE
HARRISON 6245

ENGRAVING
PROCESS

ELECTROTYPING
COLOR PLATES

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office

We carry in stock 234 items of BOOK and 1488 items
of COVER Papers, and back them with good service.

219 W. MONROE STREET, CHICAGO



BLAKE MFG. & SALES CO.
70-76 Fulton Street, New York City

There Is No Business That

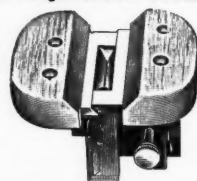


will bring in so large
per cent of profit and
that is so easily learned
as making RUBBER
STAMPS. Any
printer can double his
income by buying one
of our Outfits, as he
already has the Type,
which can be used with-
out injury in making
STAMPS. Write to
us for catalogue and
full particulars, and
earn money easily.

The
J. F. W. Dorman Co.
Baltimore, Md., U. S. A.

Cast Your Own Sorts with the
Taylor Hand Adjustable Mold

SAVE
TIME!
TROUBLE!
MONEY!



A SORTS CASTER OPERATED ENTIRELY
BY HAND—CASTING TYPE AND CUTS
UP TO 6x9 PICAS.

Write for descriptive matter.

THE KAMCO CORPORATION
34 Barclay Street, New York City

METALS

Linotype, Monotype,
Stereotype
Special Mixtures

QUALITY

First, Last and All the Time

E. W. Blatchford Co.
230 N. Clinton St. World Building
Chicago New York

We cater to the Printing
Trade in making the
most up-to-date line of

Pencil and Pen
Carbons

for any Carbon Copy work.

Also all Supplies for Printing
Form Letters

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY

MANUFACTURERS FOR THE TRADE ONLY

WOODTYPE

THE BEST
AND
CHEAPEST
IN THE
MARKET

Write for Sample Sheet.

Expert Makers:

American Brass & Wood Type Co.
302 McDougal St., Brooklyn, N. Y.

Specify AMERICAN when ordering

SKIPPING WHEELS can be inserted in American Numbering Machines

Enabling you to print checks or other numbered forms two or more on a page. With the American Model 30 or 31 it is necessary only to insert a skipping unit wheel, skipping the desired number. Write for information and we will show you how.

A layout of jobs "2," "3," "4," and "5" on is shown below

JOB 2 ON
SkipWheels
Skipping 2

No. 1
No. 2

JOB 5 ON
SkipWheels
Skipping 5

No. 1
No. 2
No. 3
No. 4
No. 5

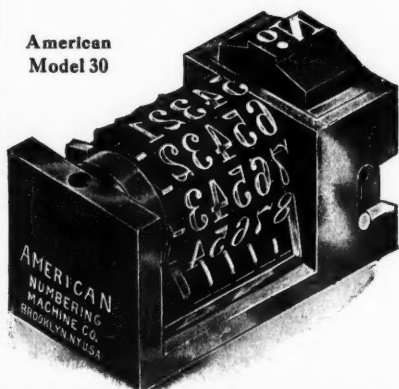
JOB 3 ON
SkipWheels
Skipping 3

No. 1
No. 2
No. 3

JOB 4 ON
SkipWheels
Skipping 4

No. 1
No. 2
No. 3
No. 4

American
Model 30



AMERICAN Models 30 and 31 World-Standard Type-High Numbering Machines

Reduced Price List
effective February 1st

AMERICAN NUMBERING MACHINE CO.

Brooklyn, N. Y. . . 220-230 Shepherd Avenue
Chicago, Ill. . . . 123 West Madison Street

Specify AMERICAN when ordering

Supreme Brand

FLEXIBLE TABBING COMPOSITION

Combines

**Strength, Flexibility
Economy, Elasticity**

SUPREME BRAND Flexible Tabbings Composition is used by more than six thousand printers. By using SUPREME BRAND they realize BETTER TABBING at a cost no greater than if they had done a job of inferior tabbing.

It is packed in red, white and natural (amber) colors in 5, 10, and 25 pound pails at 37c, 36c and 35c per pound respectively. Ask for special quantity price in larger packages.



Absolutely Guaranteed Your money promptly refunded
if it fails to give SATISFACTION

Just send a trial order to the distributor named below who is nearest to you:

Chicago.....The Layton Elastic Glue Co. (Mfrs.)
Boston, Mass.....The A. Storms & Bement Co.
New York City, N. Y.....Lasher & Lathrop, Inc.
Philadelphia, Pa.....Paper Mfrs. Co., Inc.
Baltimore, Md.....Hubbs & Corning Co.
Richmond, Va.....B. W. Wilson Paper Co., Inc.
Pittsburg, Pa.....The Alling & Cory Co.

Cleveland, Ohio.....Kingsley Paper Co.
Cincinnati.....Cincinnati Cordage & Paper Co.
St. Louis, Mo.....Graham Paper Co.
Nashville, Tenn.....Graham Paper Co.
Birmingham, Ala.....Graham Paper Co.
New Orleans, La.....Graham Paper Co.
El Paso, Texas.....Graham Paper Co.

Kansas City, Mo.....Graham Paper Co.
St. Paul, Minn.....Wright Barrett & Stillwell Co.
Denver, Colo.....Carter, Rice & Carpenter Paper Co.
Spokane, Wash.....Zellerbach Paper Co.
Seattle, Wash.....Zellerbach Paper Co.
Portland, Oregon.....Zellerbach Paper Co.
San Francisco, Cal.....Blake, Moffitt & Towne.

THE LAYTON ELASTIC GLUE CO., 703-709 West Fulton St., Chicago, U. S. A.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

833

ADVANCE Electric Glue Heaters



Do you know
you can heat
your glue with
ELECTRICITY
cheaper than
with gas or
steam?

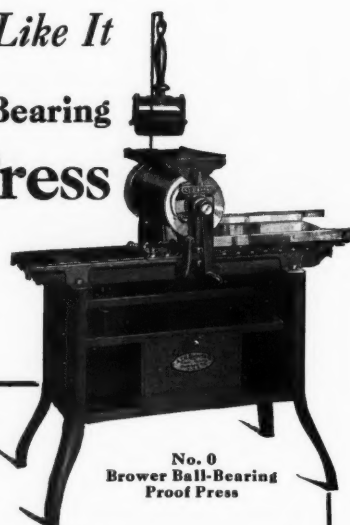
Let us tell you about our complete line
which most large binders are using and
find a profitable investment

Complete information on request to

The New Advance Machinery Co.
VAN WERT, OHIO

They Like It Brower Ball-Bearing Proof Press

No. 0
Bed, 14" x 20"



THE new No. 0
BROWER Ball-
Bearing Proof Press
has been on the mar-
ket less than a year,
but has already dem-
onstrated its usefulness in the printing plants where in-
stalled. Users declare it to be one of the most simple, at
the same time efficient, pieces of machinery in their plants.
Will take galleys up to 12" x 18" and embodies the well-
known direct cylinder impression adjustment feature that
has characterized all Brower proof presses.

No. 0
Brower Ball-Bearing
Proof Press

Write today and ask us to show you how the No. 0 Brower
can be of use in your composing room.

A. T. H. BROWER COMPANY

233 West Schiller Street, Chicago, Ill.

S. COOKE PROPRIETARY, Ltd., Sole Agents for Australia.

Printing Machinery and Printers' Equipment for India and South Africa

We represent the undernoted mar-
kets, the leading Manufacturers of
Printing Machinery and all allied
trades, and are in touch with every
printer and stationer.

We are desirous of receiving partic-
ulars of any new machine improve-
ments, or articles of equipment
and material for the Printing trade.

SOUTH AFRICA
(South of the Equator)

JOHN DICKINSON & CO. (Africa), Ltd.
Cape Town Johannesburg Durban East London

INDIA

JOHN DICKINSON & CO., Ltd.
Calcutta Bombay Madras Rangoon

HEAD OFFICE

JOHN DICKINSON & CO., Ltd.
London—65, Old Bailey, London E. C.

(English Factories, Apsley Mills Hemel Hempstead)

BLOMGREN BROS. & CO.

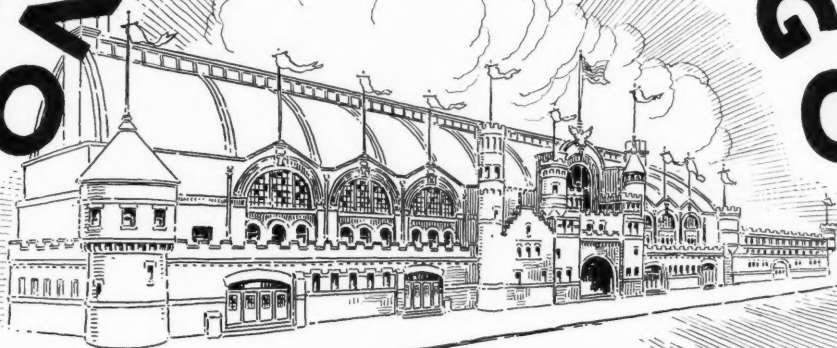
ESTABLISHED 1875

ILLUSTRATORS
PHOTO RETOUCHERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
LEAD MOULD
PROCESS

512 SHERMAN ST
CHICAGO

ON TO CHICAGO

July
23 to 30



GRAPHIC ARTS EXPOSITION

EXHIBITORS

American Assembling Machine Company
American Printer
American Type Founders Company
American Writing Paper Company
Anderson & Company, C. F.
A. O. K. Equipment Co.
Ault & Wiborg Company
Barnhart Bros. & Spindler
Barrett-Cravens Company
Bracket Stripping Machine Company
Berry Machine Company
Boston Wire Stitcher Company
Ben Franklin Monthly
Bunn & Company, B. H.
Blatchford, E. W. Company
Butler Paper Corporation
Burton & Son, Inc., A. G.
Chandler & Price Company
Chicago Employing Electrotypers Assn.
Chicago Roller Company
Chicago Paper Company
Challenge Machinery Company
Cleveland Folding Machine Company
Cline Electric & Mfg. Company
Coes, Lorinc, & Company
A. M. Collins Mfg. Co.
Collins, Charles
Cowan Truck Company
Christensen Machine Company
Dexter Folder Company
Fortified Mfg. Company
Fuller Co., E. C.
Golding Mfg. Company
Hacker Mfg. Company
Hall Company, A. W.
Hamilton Mfg. Company
Hancock Perfeting Linup Machine Co.
Harnett, Weatherly, Hoffert, Inc.
Harris Automatic Press Company
Haskins Company, R. G.
Inland Printer, The
Indiana Chemical & Mfg. Company
Intertype Corporation
Johnson Auto. Roller Rack Co., Ltd.
Kelly Press
Lanston Monotype Machine Company

IS APPROVED

The UNITED TYPOTHETAE OF AMERICA, the FRANKLIN TYPOTHETAE OF CHICAGO, the CHICAGO EMPLOYING ELECTROTYPERS, and all organizations and men familiar with its purpose, have approved the EXPOSITION.

The EXPOSITION was originated by Printers for the benefit of Printers and all men affiliated in any way with the Printing and allied industries.

The leading manufacturers of this country will have working exhibits of the latest equipment, the paper and ink industries will have educational exhibits—in fact the visitor will learn all about everything used by the printing and lithograph plant.

You must attend or you are throwing an opportunity to improve yourself and your business.

The "WISE MAN" will be there.

The EXPOSITION is being conducted by

**The CHICAGO CLUB of
PRINTING HOUSE CRAFTSMEN**

In Connection with the

SECOND ANNUAL CONVENTION

of the International Association of Printing House Craftsmen

ADDRESS INQUIRIES TO 660 TRANSPORTATION BUILDING, CHICAGO

EXHIBITORS

Latham Automatic Registering Company
Latham Machine Company
Lindblad Corporation
Ludlow Typograph Company
Liberty Folder Company
Linograph Co.
Manz Engraving Company
McCain Mfg. Company
Merkenthaler Linotype Company
Meyer Company, E. W.
Miller Saw-Trimmer Company
Miehle Printing Press & Mfg. Company
Morrison, J. L., Company
Morrill Ink Company
Menasha Machinery Company
Multicolor Sales Company
Nat'l Ass'n Printing Ink Mfrs.
National Lithographer Publishing Co.
Osterlind Printing Press & Mfg. Co.
Partridge & Anderson
Pitt, Inc., John W.
Premier Register Table
Premier & Potter Printing Press Co.
Printing Machinery Company
Production Meter Company
Printers' Supply Company
Printing
Printing Trades Blue Book
Rapid Electrotypes Company
Rosback Company, F. P.
Rouse & Company, H. B.
Royal Electrotypes Company
Smyth Company, Jos. E.
Stuebing Truck Company
Stevenson Co., Inc., Ashton G.
Simonds & Son Company, A. A.
Swart & Company, Inc., Geo. R.
Taylor Registering Projector Co., The
Thompson Type Machine Company
Turner, "Gene"
Typodex Company
Thompson, John, Press & Mfg. Co.
Vandercook Press
Verplex Art Company
Wesol Mfg. Company, F.
Warren, S. D. & Co.

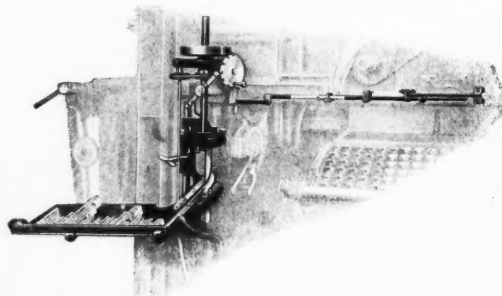




Home of the
GLOBE
 ENGRAVING &
 ELECTROTYPE
 COMPANY

DESIGNING
 RETOUCHING
 HALFTONES
 ZINC ETCHINGS
 COLOR PLATES
 WAX & WOOD
 ENGRAVINGS
 LEAD MOULD
 NICKEL-STEEL
 ELECTROTYPES

701-721 S. DEARBORN ST., CHICAGO
 Telephones, HARRISON 5260-5261-5262 All Departments



THE MOHR LINO-SAW

cuts slugs as they are ejected
 from the mold of the Linotype or
 Intertype to any desired length.
 It is a great time and labor saver.

MAY WE TELL YOU ABOUT IT?

MOHR LINO-SAW CO.
 513-515 West Monroe Street, Chicago

*A Magazine "somewhat different" from the
 other periodicals devoted to the
 graphic arts is*

THE PRINTING ART

*Issued monthly by The University Press
 Cambridge, Mass.*

You will find in every issue a wealth of valuable
 material available through no other single source.
 There are ideas and suggestions of help to the en-
 graver, printer, artist, advertising man, and others
 in allied lines. Much of the work is supplied as
 exhibits, firms in all sections of this country and in
 foreign countries contributing. A "specimen ex-
 change" would be a good description for THE
 PRINTING ART.

Subscription, \$4.00 per year; 40 cents per copy. Canadian,
 \$4.50 per year; 45 cents per copy. Foreign, \$6.00 per year;
 60 cents per copy.

Write for full details

THE PRINTING ART
 CAMBRIDGE, MASS.

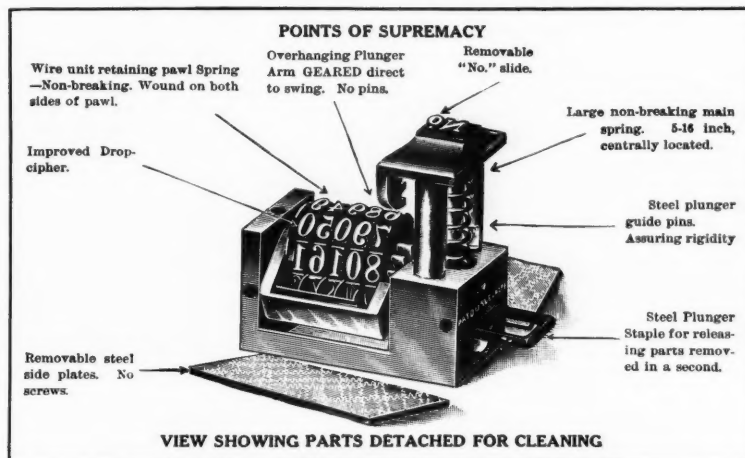
ROBERTS NUMBERING MACHINES

THE RECOGNIZED WORLD STANDARD

TYPE-HIGH MODEL

27

5 WHEELS
\$20.00



TYPE-HIGH MODEL

28

6 WHEELS
\$22.00

Simplest — Strongest — Fully Patented — Over 300,000 in use

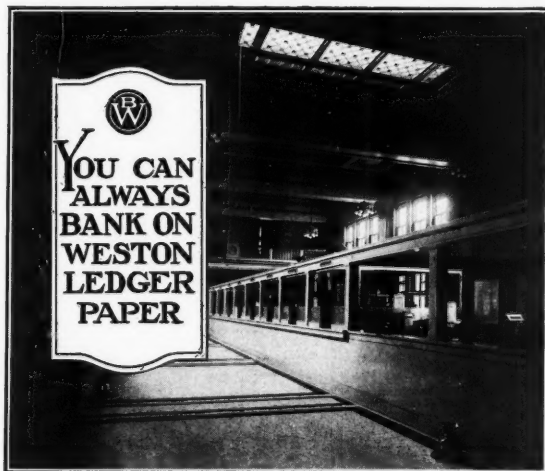
To number either forward or backward — Fully Guaranteed — Over 75 other Models. Write for information. All orders can be filled immediately from stock.

THE ROBERTS NUMBERING MACHINE CO.

694-710 JAMAICA AVE., BROOKLYN, N. Y.

Builders of all kinds of Special Numbering Equipments.

Branches and Agencies in principal countries of the world.



Famous Byron Weston Products

- ☐ Byron Weston Record Paper Highest grade ledger
- ☐ Waverly Ledger Paper Popular priced ledger
- ☐ Flexo Ledger Paper Hinged for loose leaf
- ☐ Typocount Ledger Paper For machine bookkeeping
- ☐ Defiance Bond Paper High-grade documents and correspondence

Check the items in which you are interested and we will send you sectional sample books.

BYRON WESTON COMPANY
DALTON, MASSACHUSETTS

ADVANCE ANNOUNCEMENT

Fortified Interchangeable Electric Pot

We have completed our latest achievement sixty days ahead of schedule, and, while more extensive advertising is being prepared, can accept a few orders for early delivery.

The Fortified Interchangeable Electric Pot is the result of more than three years of electric pot manufacture. Not just "Another Electric Pot" but an Electric Pot that is an electrical marvel and a typesetting machine necessity.

It is a complete new pot of our own manufacture (not a gas pot converted) and fits Linotype, Intertype and Linograph machines without change. We knew you would never want to give up your Fortified so in future years if you trade the machine you now have for another make just keep your Fortified and drop it in the new machine. **YOU MAY TRADE YOUR MACHINE, BUT YOU'LL NEVER TRADE YOUR FORTIFIED.**

That's one of its Interchangeable features — the other is that gas, gasoline or coal oil burners may be used on this same pot in an emergency. The change from one heating method to another takes but a few moments.

We would like to enter the Fortified Interchangeable Electric Pot in competition with your ideas on any tests or conditions we have not tried that you would want your Electric Pot to meet.

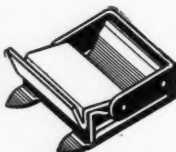
Write for descriptive literature.

Fortified Manufacturing Co.

Fourteenth Street and Agnes Ave., Kansas City, Missouri

Strait's Patent Lever Feed Guide

The Logical Successor to the Quad



\$27.00..... per Gross
14.00..... per 1/2 Gross
2.50..... per Dozen
1.35... per 1/2 Dozen
0.75..... per Set (3)

No glue or paste required and no preparation of draw-sheet in any manner necessary.

The proprietor of a medium-size shop says: "There hasn't been a quad on a press in this shop since we began using your guides three months ago."

Order from your dealer or the manufacturer

H. H. STRAIT, Overland, Mo.

HOYT

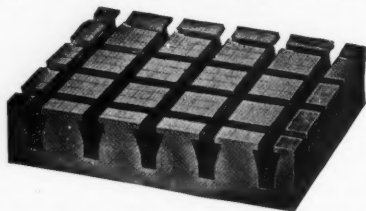
Superior Type Metals

Hoyt Faultless Linotype Metal
Hoyt N. P. Stereotype Metal
Hoyt Combination Linotype and Stereotype Metal
Hoyt A X Monotype Metal
Hoyt Standard Electrotype Metal

All have been made with HOYT thoroughness in HOYT factories since 1874 — a guarantee of their high quality. We sell you knowledge and experience with HOYT type metals. Let us solve YOUR problems.

HOYT METAL CO. 113 Boatmen's Bank Bldg. ST. LOUIS U. S. A.

DO NOT DELAY!



Perfect, economical and durable. A practical register block.

Send for list of Satisfied Users with their comments on the System.

UNIQUE STEEL BLOCK CO.

Waverly, N. Y.

Stop the Leaks in Your Profits!

Noe-Egul

The National Cleaner and Type Wash

A powerful cleaner, harmless to rollers, material and the hands. Will save you time in washing up your rollers and forms, on and off the press. Toughens and cools the outer surface of the rollers and prevents sweating.

Ask your dealer, or write

PRINT-AID COMPANY, Dayton, Ohio

Customers Measure Printers

By the Work They Turn Out—by the Goods They Sell

Appearance of Our Neat Cards in Case



When a printer sells
**PEERLESS PATENT
BOOK FORM CARDS**

he establishes himself as a high-grade concern, because these cards are the highest grade the world knows, and because high-grade people use them—will use no others. There is more profit to the printer, because he satisfies his customers, and a satisfied customer is always a trade-bringer—a trade-builder.

Send for samples and prices today. Prove your class and improve your profits.

The John B. Wiggins Co. Established 1897

Engravers, Die Embossers, Plate Printers, 1104 S. Wabash Ave., CHICAGO

MORGAN EXPANSION ROLLER TRUCKS

The only practical device on the market for the equalization of roller diameters.

50% Saved on Rollers

Des Moines, Ia.,
May 24, 1920

Gentlemen—Please send us at once one set of Roller Trucks for our new 12x18 C & P press. We have this equipment on all of our other presses and can not get along without them on the new one.

Spencer-Williamson Ptg. Co.

They Expand—They Contract and are Noiseless.

Ask your dealer or send direct to

MORGAN EXPANSION ROLLER TRUCK CO.

6552 Hollywood Blvd., Los Angeles, Cal.

Profit Producing Printing Papers

BONDS
FLATS
LEDGERS
TYPEWRITER PAPERS
BOOK PAPERS
COVER PAPERS
BRISTOLS
CARDBOARDS

DOCUMENT MANILA
ENVELOPE MANILA
BLOTTING PAPERS
ENVELOPES
CUT CARDS
RULED HEADINGS
SHIPPING TAGS
TWINES

TABLET CEMENTS, Etc.

Parker, Thomas & Tucker Paper Co.

535-539 South Franklin Street
Chicago

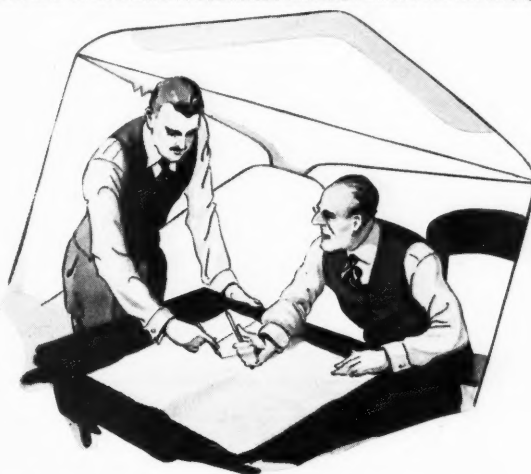
YOU DO NOT FIGURE ON POOR ELECTROTYPES

Then, why take chances with them?

You base your estimates on plates of good quality, and the excessive cost of make-ready and loss of running time in the pressroom occasioned by inferior, thin-shelled electrotypes may represent the difference between profit and loss to you. Command the skill, intelligence and careful workmanship of our efficient organization—give your pressroom a chance to equal in practice the anticipation of your estimator.

Dinse, Page & Company

725 S. La Salle St., Chicago Tel. Harrison 7185



Stand Closer to Envelope Headquarters

IN this day of rapidly changing prices dependence on far-away jobbers and paper distributors for as an important an item as envelopes is keeping you too far removed from real headquarters. Direct-dealing with the factory that takes an individual interest in your requirements is better business from every angle.

To say nothing of the closer meeting of your specifications, there is the specific advantage of being in *immediate*, first-hand touch with important changes in the market. It is a cardinal principle of Western States Service to quote firm prices against rises and to protect you on declines.



Proposals for Printing

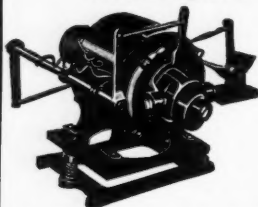
PROPOSALS FOR PRINTING are invited for the printing and furnishing of all blanks and printed matter to be used by this Society during the coming year; also for the furnishing of lodge regalia, pins, etc., for the year 1921. Detailed information with specifications and conditions will be furnished on application. Bids will be opened in May, 1921.

SUPREME FOREST WOODMEN CIRCLE

MARY E. LA ROCCA, Supreme Guardian
DORA ALEXANDER TALLEY, Supreme Clerk

W. O. W. Building, Omaha, Neb.

THE WARNER Friction Drive, Variable Speed Motors for Job Presses



A 30-day trial will convince you that we have the best motor on the market. No rheostat or resistance coils, you get any desired speed and can start or stop by simply pressing the foot lever.

1/4 H. P. \$60.00

1/3 H. P. \$65.00

These prices are F.O.B.
Kalamazoo, Mich.

The above is complete with spring base and foot control, all ready for service. 110-volt, 25 to 60 cycles only. Always state voltage and cycles.

We guarantee satisfaction. Write for our booklet on press motors.

WARNER ELECTRIC CO., Kalamazoo, Michigan

STILES 4-POINT Gauge Pins

MORE ACCURATE—DURABLE
RELIABLE—EFFICIENT

Two extra teeth or points. Non-slipping spring tongue. Legs can't spread or squeeze. Ends your feed-guide trouble. Sold on guarantee.
CHAS. L. STILES, Patentee, 232 North 3d Street, Columbus, Ohio



Special Offer: Set of 6, \$1.00
\$1.75 for 12

CATALOG NEWSPRINT

24 x 36 — 25 lb. 51 1/2 in. Rolls.

About 50 tons in New York City warehouse. 9 1/2¢. a pound.
Immediate delivery. Sample on request. No brokers.

Advertising Dept., TIMES SQUARE AUTO SUPPLY CO.
56th Street at Broadway, New York City.



WHILE-U-WAIT

Rubber Stamp Making Outfits

Require only eight minutes to make rubber stamps. Will also make HARD RUBBER STEREOTYPES for printing. A few dollars buys complete outfit. Send for catalogue.

THE BARTON MFG. CO., 89 Duane St., New York City

Printing Plants and Businesses BOUGHT AND SOLD

Printers' Outfitters. American Type Founders' Products,
Printers' and Bookbinders' Machinery of Every Description.

CONNER, FENDLER & CO., 96 Beekman St., New York City

Bond Registers

Carried in Stock and Made to Order. Also All Other
Books for Corporations.

ALBERT B. KING & CO., Inc., Dept. I. P.
MAKERS OF PRINTERS' HELPS

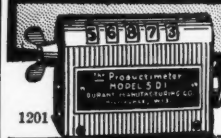
45 Warren Street

New York, N. Y.

BOOKBINDERS TO THE TRADE

We specialize in Edition and Catalog Binding in cloth or
leather, also pamphlet work.

THE FOREST CITY BOOKBINDING CO.
525 Caxton Bldg., Cleveland, Ohio



The Productimeter

Anything less than perfection, as a counting machine on your press, is worse than nothing. Always ask for "The Productimeter" and you will get perfection.
Write us for Bulletin #1 and find out just how much more "The Productimeter" will do for you than a mere counter will.

DURANT MANUFACTURING CO., 655 Buffum Street, Milwaukee, Wis.



Use HERCULES
Leads and Slugs, Steel Chases,
Steel Galleys, Brass Rule

Manufactured by
AMERICAN STEEL CHASE COMPANY
122-130 Centre St., New York, N. Y.

Order through your local dealer or direct from us.

CARBON BLACK

SOLD BY

GODFREY L. CABOT, Boston, Mass.
938-942 Old South Building

Auk, Monarch, Kosmos No. 1, Kosmos No. 2, PN Elf, SS Elf, Kalista

WOOD TYPE

Eastern Brass &
Wood Type Co.

Largest stock
in all sizes always
on hand.

Fourth Avenue and Tenth Street, New York City

EMBOSSSED
MASONIC
EMBLEMS

On Stock Ready
for you to Print

ENGRAVING &
EMBOSSING
from Steel Dies
and Copper
Plates

239
North
Wells St.,
Chicago, Ill.

*Invitations
Announcements
Programs
Cards*

STAUDER
ENGRAVING CO.

Get Samples and
Trade Prices
(1522)

OFFICES

London, England
Buenos Aires, Argentina
Havana, Cuba
Santiago, Chile
Cape Town, So. Africa
Johannesburg, So. Africa



OFFICES

Bombay, India
Sydney, Australia
Melbourne, Australia
Rio de Janeiro, Brazil
Shanghai, China
San Francisco, Cal.

Exporters and Importers of

Printing Machinery Paper and Pulp

PARSONS & WHITTEMORE, Incorporated

299 Broadway, New York

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press
Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss High-Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine
Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery
A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 S. Paulina Street, Chicago

New York Office:
220 West 42d Street

USE THESE GLUES—Always!

Flexible Glue

Compounded of No. 1 grade clear hide glue and other high grade materials, it always remains flexible. Used by bookbinders, shoe manufacturers, trunk makers, wood workers and by scores of others who require a glue which will remain flexible after it dries. Put up in 5, 10, 20, 30, and 60 pound tins; also in 25-pound cakes, when specially ordered in lots of 250 pounds or more.

Rubber Tablet Glue

A padding gum, made according to our own formula, in our own laboratory. Dries quickly and remains flexible. Cheese cloth not necessary. Does not become stringy nor brittle unless carelessly overheated or burned. Made in white and brilliant red. Put up in 5, 10, 20, 30 and 60 pound tins. Also supplied in 25-pound cakes when specially ordered in lots of 250 pounds or more.

Send for Catalogue No. 24.

THE COMMERCIAL PASTE COMPANY

COLUMBUS, OHIO

A Foot Power Wire Stitcher

BOSTON No. 5 FOOT POWER WIRE STITCHER fills every requirement of offices not needing the power models

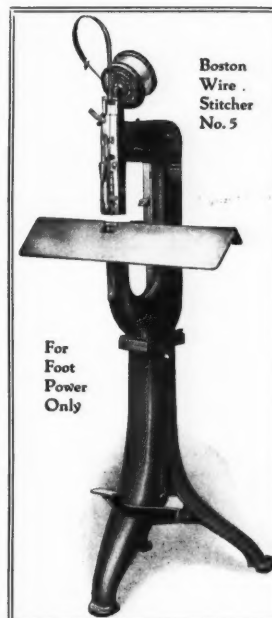
Capacity, two sheets to one-half inch, fine round and flat wire; easily operated by foot treadle; Boston quality of stitching; all working parts in full view; very simple in design; flat and saddle table; singly adjusted to thickness of the work

THERE ARE MORE THAN TWELVE HUNDRED USERS
OF THE BOSTON No. 5 FOOT POWER WIRE STITCHER

AMERICAN TYPE FOUNDERS CO.

SELLING AGENT FOR BOSTON WIRE STITCHERS

Set in Packard Bold





TALK IT OVER WITH YOUR PRINTER

1921 IS THE YEAR OF OPPORTUNITY

TALK IT OVER WITH YOUR PRINTER

This is the message we have just sent to every name on our mailing lists, urging men of affairs to greater effort along Direct Mail and general advertising lines.

If you didn't get a copy of this folder, we would be glad to send you one, and to mail them to any customers of yours whom we might be able to interest.

"Talk It Over With Your Printer" is another evidence of Crescent co-operation with printer patrons. You really ought to know more about Crescent Service.

CRESCENT ENGRAVING CO.
KALAMAZOO MICHIGAN.

Let us tell you about the Crescent Advertising Plates in this issue of The Inland Printer.



This press,
the Potter Proof Press
in the hands of the average workman is a great time-saver

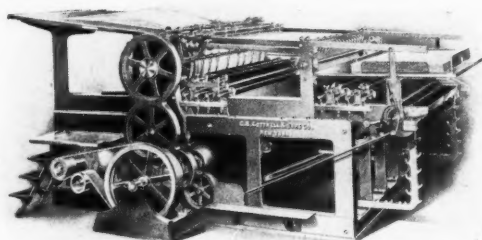
- 1st. It saves time in taking proof because of its simplicity, ease of operation, speed and convenient arrangement.
- 2nd. It cuts out the time of productive presses used for press-proofs and color proofs, because these can be done just as well on the Potter.
- 3rd. It reduces cost by forestalling errors, which later are expensive to correct, through good proof which insures early detection of all errors and defects.

Being efficient in all the uses of a proof press, the Potter saves and makes money, and will be an everlasting satisfaction to you. Potter Proof Presses have been on the market 10 years, but the present machines, with great improvements in design, are as superior to the first ones as they were to the ancient roller presses.

Hacker Manufacturing Company
312 North May Street Chicago



50x74 inch Bed Cottrell Two Revolution Press



New Series C. B. Cottrell & Sons Press; style combination front fly and carrier delivery, four form roller, four track, size 7 ft. 11 in. by 11 ft. 7 in. Weight approximately twelve tons. Height 8 ft. 7 in. This modern press overhauled and guaranteed. Equipment can be furnished for either Printing or Cutting and Creasing.

We sell new and overhauled Printing, Binding and Folding Box Machinery. Write us for Information.

WANNER MACHINERY CO.

716 S. Dearborn Street

Shops: 215-23 W. Congress St. CHICAGO, ILL.

PAPER & INK

A Live, Lithographed Monthly Journal for Buyers of Paper, Lithographing and Printing

THE only magazine of its kind in the world. Shows black and white and color inserts of many brands of paper especially printed and lithographed for this book.

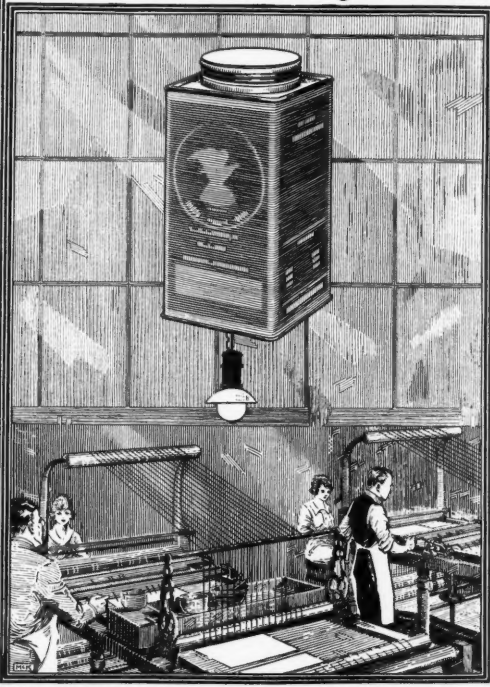
Cover stock and inside signatures are designated as to make, weight and size of paper used.

Interesting and practical, full of suggestions for advertisers.

Goes by parcel post; avoiding 2d class limitations. See one number. \$3 a year; foreign, \$5. Address:

PAPER & INK PUBLISHING CO., Inc.
382 Lafayette St., New York City

THE STORY OF JEFSON



AMERICAN RULING COLORS

Write for this unusual ruled booklet. J. E. FOSTER & SON, Portland, Me.

Raven Black

A jet BLACK INK, suitable for the highest class of printing. Does away with offset.

CHARLES HELLMUTH, INC.
New York Chicago



A growing demand

Ever since National Safety Paper was invented by George LaMonte in 1871, the dangerous plain paper check has gradually been disappearing from circulation.

There is a growing demand for *self-protecting checks*. In fact, more checks are made of National Safety Paper than of any other brand.

Are you going after this profitable business?

George LaMonte & Son
61 Broadway New York

INDIAN BRAND



GUMMED PAPERS



Non-Curling

Can be fed into the press like regular paper stock.

For Labels

has fine surface for color work.

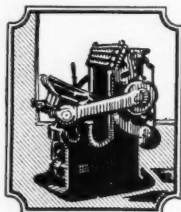
Send for samples.

NASHUA
Gummed & Coated
Paper Company

Nashua, N. H.
Middletown, Ohio

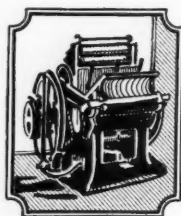
Canadian Nashua
Paper Co., Ltd.,
Peterboro, Ont.

"Making Ready" for Printing Profits



THE present trend of the "business curve" is upward. The end of the re-adjustment period is definitely in sight. And experienced printers know that the printing business generally runs ahead of current market tendencies by from two to six months.

This means that forward-looking business men are planning *now* for development work that is destined to have its effect later.



The slogan "1921 will reward fighters," now heard everywhere, means to you that in this year of heavily pressed competition, the business men who represent your market *are not to be satisfied with mediocre printing.*



Put yourself in line to meet this demand and to earn the profits that accompany the ability to supply it.



Thomson-built Presses, either the Laureate or the world-famous Colt's Armory, will, in the hands of the master printer, produce printing, particularly in color and heavy-form work, that is beyond competition.

Our catalogs will aid you in a careful revision of your equipment for the new business battles that lie before you. May we send them today?

JOHN THOMSON PRESS & MFG. CO.

253 Broadway, New York City

Factory, Long Island City

TICONDEROGA PULP & PAPER CO.

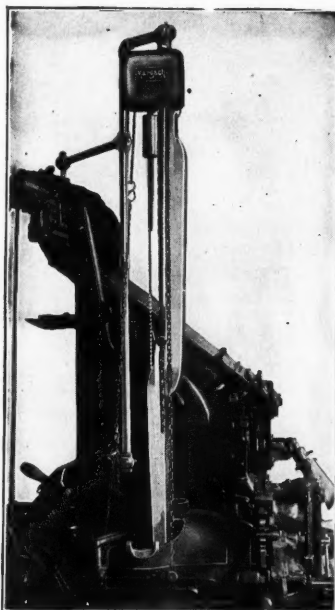
COLONIAL OFFSET
SPECIAL MAGAZINE
MACHINE FINISH
TICONDEROGA FINISH



MUSIC
EGGSHELL
SCHOOL TEXT
ANTIQUE LAID

Uniformity

SALES OFFICE, 522 FIFTH AVENUE, NEW YORK CITY, N. Y.



MARGACH METAL FEEDER
Linotype, Intertype, Ludlow and Elrod.
Gas or Electric.

The PRINTERS SUPPLY CO.

Linotype Parts and Supplies

137-139 Grand Street, New York

HERMAN DIAMOND

L. G. DOOLEY

The Margach Metal Feeder

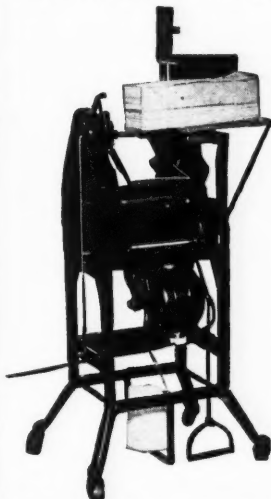
\$75.00

Can be applied to any slug or single type casting machine. It will save you \$1.00 per day per machine. The MARGACH has been endorsed by nearly a thousand users.

For further information call or write.

Endorsed by the Leading Printers

Such printers and publishers as Rand, McNally & Co., Poole Bros., David C. Cook Publishing Co., Edwards & Deutsch Lithographing Co., and others we could name, all leaders in the industry, use and recommend



The BUNN Package-Tying Machine

These firms installed The Bunn only after thorough trials and exhaustive tests.

In every case The Bunn is giving uniform satisfaction. Ties labels, cartons and similar packages rapidly and tightly with a non-slip knot. Especially adapted to handle cards, tickets, folders, pamphlets, etc.

Our ten-day free trial offer is open to you. Write us today for particulars.

B. H. BUNN & CO.

7329-7331 Vincennes Ave.
Chicago, Ill.

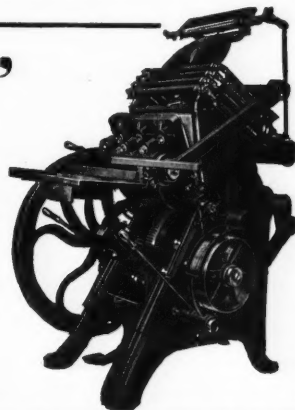


Printers and publishers will be interested in the larger model of our machine. It is especially adapted to handle bulky and difficult packages. Ask us for information.

LATEST "PROUTY"
Balance Feature -
Platen Dwell
Clutch Drive
Motor Attachment
(Unexcelled)

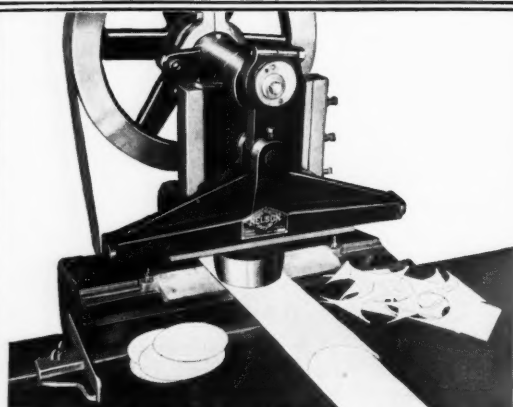
Obtainable Through Any Reliable Dealer

Manufactured only by
**Boston Printing Press
& Machinery Co.**
Office and Factory
EAST BRIDGEWATER, MASSACHUSETTS



Please Mention THE INLAND PRINTER When Writing to Advertisers.

845



Modern Die Cutting

as illustrated above is made both practical and profitable by an inexpensive attachment on the regular

Nelson Heavy Duty Punching Machine

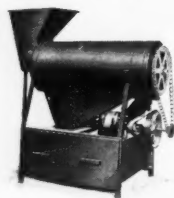
Immediate Deliveries on Complete Equipment.

Full information and prices on request.

C. R. & W. A. NELSON, Inc.

225 North Michigan Ave., Chicago, Ill.

Mining the Dross Pile



There is big profit in sifting your Dross.

The Dandy Dross Sifter

provides an economical method.

If some of the biggest printing plants in the country find it profitable to use the Dandy Dross Sifter, why would it not be profitable for you?

Write for Free Booklet on "Salvaging Metal from Dross."

DANDY DROSS SIFTER CO., Findlay, Ohio

A Concise Manual of Platen Presswork

A complete treatise covering all the essentials of the theory and practice of Platen Presswork. Thirty-two pages, packed with information that you can use every day. Contents: Bearers; Care of the Press; Distribution; Feeding; General Remarks; Impression; Ink; Overlay; Rollers; Setting the Feed Gages; Special Troubles; Tympan; Underlaying. Send a quarter today for a copy. You'll get dollars' worth of good from the pamphlet. Also ask for our latest catalogue of books.

THE INLAND PRINTER CO.

Book Dept. 632 Sherman Street, Chicago, Ill.

WETTER Numbering Machines

ALWAYS RELIABLE—ALL DEALERS
WETTER NUMBERING MACHINE COMPANY
ATLANTIC AVE. AND LOGAN ST. BROOKLYN-NEW YORK, U. S. A.

To Eliminate Static Electricity—
Offset—Slip Sheeting, Use
The Johnson Perfection Burner
Cleveland



ABSOLUTE TIME RECORDS

KNOW TO THE MINUTE when work is started and finished; when orders are received and delivered; when letters are received and answered.

You Need KASTENS TIME STAMP

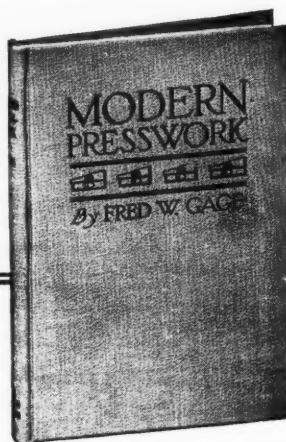
Efficiency in War Time and All Times! Kastens Time Stamps cost little, are built for long service, and work quickly, smoothly and accurately. Send for catalogue showing various styles with prices.

HENRY KASTENS, 418-20 W. 27th St., New York City, N. Y.

J. W. PITT, INC.
Uprightgrain (Self Contained or Sectional)
Printing Base Systems

25-27 STEUBEN STREET, BATH, N. Y.

A
Handbook
for
Pressmen



138 pages.
Size, 5½x7½.
Cloth.
Price, \$2.
Postage,
10c extra.

A COMPLETE working manual wherein the pressmen will find genuine aid in their efforts toward perfecting themselves in their chosen vocation. New methods are clearly described, particular attention being given to the proper care and use of machinery and apparatus in the pressroom.

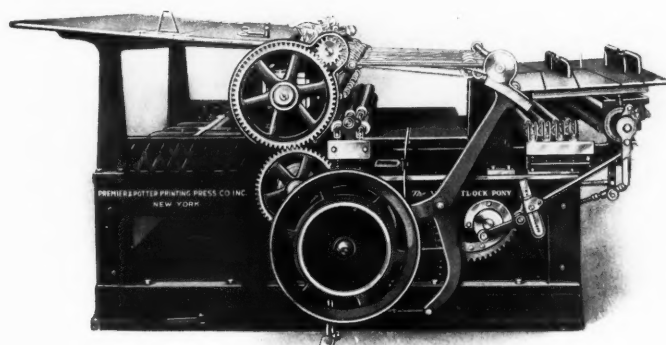
CONTENTS: Putting the Press in Condition; Adjusting Bed Movement; Cylinder Adjustments; Register Rack and Segment; Grippers; Side and End Guides; Setting the Rollers; Putting the Form to Press; Making Ready; Underlaying; Overlaying; Marking Out; Vignetted Half-tones; Ready to Run; During the Run; Quick Make-ready; Composition Rollers; Close Register Work; Colorwork; Papers and Inks; Electricity and How to Eliminate It; Pressroom System; The Pressman; The Feeder; A Few Don'ts.

THE INLAND PRINTER CO.
(Book Dept.)

632 Sherman St., Chicago, Ill.

The WHITLOCK Two-Revolution PONY PRESS

—standard
pony press
of the
world.



NO cylinder printing press is so profitable an investment for the printer as the Whitlock Pony. Its reputation is world-wide. Smooth in its operation, quick to make ready and to get the form on and the work off, with a fine distribution, even and rigid impression, exact register, easy to feed and to operate, simple and durable — all these elements combine to make it the most popular of all the pony presses. It is as profitable for the large printing office with many cylinder presses as it is for the small printer whose only cylinder it is. It will print everything from an envelope to a sheet the full size its type bed will take, and from the lightest form to one with many halftones. It takes the place of the jobber — producing the work more quickly, of finer quality, and with less labor. Its speed is as fast as it can be fed with register. In short, *The WHITLOCK PONY* is the **SWIFTEST, SMOOTHEST, SIMPLEST, MOST CONVENIENT, and MOST DURABLE** of all pony presses. It is the Standard Pony Press of the World.

PREMIER & POTTER PRINTING PRESS CO., Inc.

SUCCEEDING THE WHITLOCK AND POTTER COMPANIES

The Premier, The Whitlock Pony, The Potter Offset, The Potter Tin Printing Press

NEW YORK: 1102 AEOLIAN BLDG., 33 West 42d Street

CHICAGO: 506 FISHER BLDG., 343 S. Dearborn Street

BOSTON: 720 RICE BLDG., 10 High Street

PITTSBURGH: 510 OLIVER BLDG., Smithfield and Oliver Streets

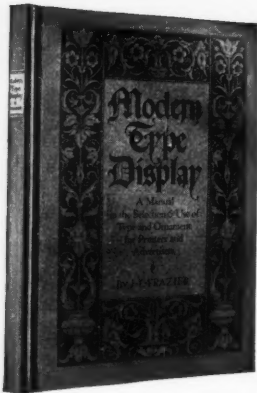
ATLANTA, GA.: MESSRS. J. H. SCHROETER & BRO., 133 Central Avenue

SAN FRANCISCO, CAL.: SHATTUCK & BICKFORD, INC., 345-355 Battery Street

CANADA WEST
MESSRS. MANTON BROS.
105 Elizabeth Street, Toronto, Ont.

CANADA EAST
GEO. M. STEWART, Esq.
92 McGill Street, Montreal, P. Q.

MARITIME PROVINCES
PRINTERS' SUPPLIES, LTD.
27 Bedford Row, Halifax, N. S.



You Need This Book

It goes right into the heart of the subject and tells how to make typography *right*.

IN eighty odd big 9x12 inch pages of "meaty" text—type no larger than necessary for easy reading—this book explains those devices which make type display *attract attention* and those which make it *clear and easy to read*.

Additional is the supplement of specimens of fine display printing—most of them in two colors, many in their original sizes.

More than 200 illustrations and examples are contained in this handsome and substantially bound book.

To be sure of a copy order yours today. Price, \$5.00, postage, 25 cents extra. Address

THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago, Illinois

Here's a book you ought to have.

BUILDING AND ADVERTISING A PRINTING BUSINESS, by H. H. Stalker, treats of methods of improving the quality of output and turnover, and gives suggestive advertisements for printers. It will prove a source of inspiration and practical worth to every one who reads it.

Sent postpaid anywhere for \$1.05

THE INLAND PRINTER CO.
632 SHERMAN STREET
CHICAGO

The Typography of Advertisements

5
TREZISE

\$2 Value for \$1.00

A valuable book for advertisement compositors and all those interested in effective advertisement display. This book shows the application of the principles governing the selection of the best type faces and their arrangement to make "attention-getting" and readable advertisements. One of the recognized authorities in its field. Hundreds of copies already in use by printers and advertising men.

The regular edition sells for \$2 plus postage. The edition we are offering at the special price of \$1, post paid, contains the same matter as the regular edition, the only difference being that it is printed in one color and is bound in paper covers. Over 130 pages, size 5 x 7, and more than 60 illustrations.

Only a few copies left

They won't last long at this price. Sign the coupon below, tear off and pin to a dollar bill. The book will be sent to you, post paid, by return parcel post. Order today before they are all gone.

THE INLAND PRINTER CO.

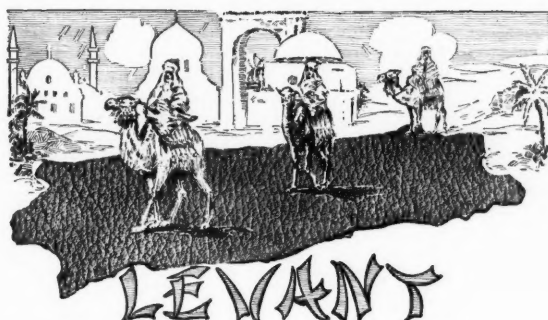
Book Dept., 632 Sherman St., Chicago:

Here's my dollar—send the special paper-bound edition of "The Typography of Advertisements" by parcel post, prepaid.

Name

Address

☐ Check here if you want our latest catalogue of books on printing.



Like a Magic Carpet—

IT transports the most prosaic catalog from commonplace to a position of distinction. It adds an atmosphere of the Orient. It introduces the underlying appeal.

"Kismet" could be played without a background of mosques and minarets, but it would not pay its producers. Your catalog or booklet is complete in substance without a cover; but LEVANT will dress the bare stage, and assure your production a favorable reception.

Ask for a Levant sample folder and a copy of XTRA—an unusual house-organ printed on Dexter's Levant and Princess Covers and Star Manifold Linens and Tissues.

C. H. DEXTER & SONS, Inc.
Windsor Locks, Conn.

**FRANKLIN
PRINTING
PRICE LIST**

NOT A MERE "guide to
estimating," but a practical and comprehensive Price List covering 80 per cent of commercial printing.

The weekly service gives
valuable information as
to market changes.

The 60-day Guarantee Offer Should Interest You

PORTER PUBLISHING CO.
R. T. Porter, President
SALT LAKE CITY, UTAH

Driving the Small Rotary Press

Westinghouse-Cline motors and controllers are made to suit the equipment of print shops whether that equipment is a small rotary press, a wire stitcher, a folding or cutting machine or all of these and more.

In the application of electric drive to printing, cutting or type-making machines, assure yourself of correct equipment properly applied. Write us.

**Westinghouse
Electric & Mfg. Co.**
East Pittsburgh, Pa.
Sales Offices in All Large
American Cities

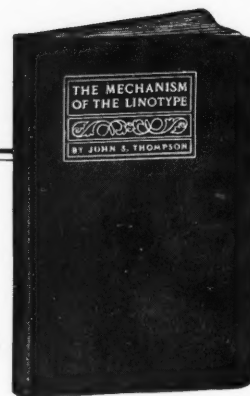


Westinghouse

A Book for Operators and Machinists—

—by JOHN S. THOMPSON
Author of —
“History of Composing Machines”
“Correct Keyboard Fingering”
and other works.

[280 pages; illustrated; handy pocket size,
4¾ x 7; substantially bound in flexible
leather; price, \$2.50; postage 10c extra.]



“The Mechanism of the Linotype”

First published in THE INLAND PRINTER under the title, “The Machinist and the Operator,” and later in revised form as a textbook, has become the standard reference work on the subject of the linotype machine. For a thorough understanding of slug-casting machines this book has no equal. The present (seventh) edition embodies the late improvements in the linotype, and for this reason should be in the possession of every operator and machinist. Its practices and teachings have been thoroughly tested and found good. Order your copy today—it is insurance against costly delays and accidents.

THE INLAND PRINTER COMPANY
(Book Dept.) 632 Sherman Street, Chicago, Illinois

CONTENTS:

Keyboard and Magazine; The Assembler; Spaceband Box; Line Delivery Slide; Friction Clutch; The Cams; First Elevator; Second Elevator Transfer; Second Elevator; Distributor Box; Distributor; Vise Automatic Stop; Pump Stop; Two-letter Attachments; Mold Disk; Metal Pot; Automatic Gas Governor; How to Make Changes; The Trimming Knives; Tabular Matter; Oiling and Wiping; Models Three and Five; Models Two, Four, Six and Seven; Models Eight, Eleven and Fourteen; Models Nine, Twelve, Sixteen, Seventeen, Eighteen and Nineteen; Models Ten, Fifteen and K; Plans for Installing; Measurement of Matter; Definitions of Mechanical Terms; Adjustments; Procedure for Removing and Replacing Parts; Causes for Defective Matrices; Things You Should Not Forget; List of Questions.

IMPOSITION

A HANDBOOK FOR PRINTERS

Though this handy volume contains 84 informing and worth-while illustrations, its principal purpose is to present clearly and simply the fundamental principles underlying imposition. The work gets down to the basis of the beginner, and contains thorough explanations of regular forms intended for machine and hand folding. Its comprehensive indexing makes it a model for ready reference. Among the subjects discussed and explained are these:

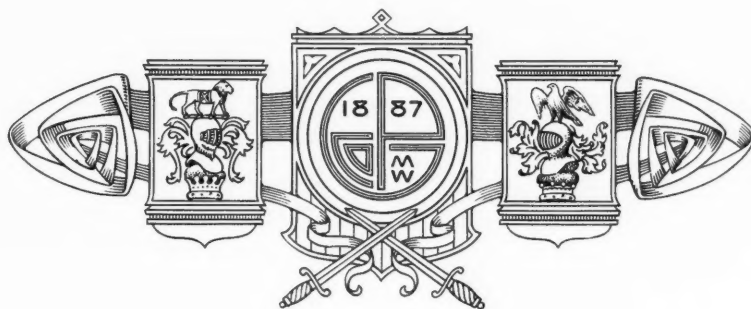
Forms for Platen Press
Four-page Forms
Eight-page Forms
Folder Forms
Twelve-page Forms
Sixteen page Forms
Eighteen-page Forms

Twenty-page Forms
Twenty-four-page Forms
Thirty-two-page Forms
Thirty-six-page Forms
Imposition for Folding Machines—
Dexter Folders, Chambers
Folders, Brown Folders.

72 pages, fully illustrated, 4 x 6 inches, flexible leather, gold side-stamped, \$1.25. Postage, 5 cents extra.

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, ILL.



VALIANT BOND

THE old argument that a letterhead should be a worthy representative of the company whose heading it carries still bears fruit for printers. It is still working because it's still true. There are more business men who desire a fine bond paper for their letterhead than ever. Nineteen twenty-one will reward the man who is "on his toes." He's the best prospect for Valiant Bond. He wants a letterhead-representative that's keen and clean, that's strong and snappy, and above all that has "personality plus." If you sell him Valiant Bond, Mr. Printer, he will get what he wants. It is tried and tested. It has been made for twenty years. It has an individuality that's pleasing. It is a high grade bond paper. And last, but not least, it is not an "expensive paper."

Made by

GILBERT PAPER COMPANY

MENASHA, WISCONSIN

For Sale by

Baltimore, Md.—Dobler & Mudge
 Boston, Mass.—A. Storrs & Bement Co.
 Buffalo, N. Y.—Iroquois Paper Co.
 Denver, Colo.—Carter, Rice & Carpenter
 Detroit, Mich.—Beecher, Peck & Lewis
 Louisville, Ky.—Southeastern Paper Co., Inc.
 Milwaukee, Wis.—Allman-Christianson Co.

Newark, N. J.—Lasher & Lathrop, Inc.
 New York City—Lasher & Lathrop, Inc.
 New Orleans, La.—E. C. Palmer & Co.
 Omaha, Nebr.—Field, Hamilton & Smith
 Philadelphia, Pa.—A. Hartung & Co.
 Pueblo, Colo.—Colorado Paper Co.
 Washington, D. C.—Virginia Paper Co.

New York City—Parsons Trading Co., Export Agents

INTERTYPE

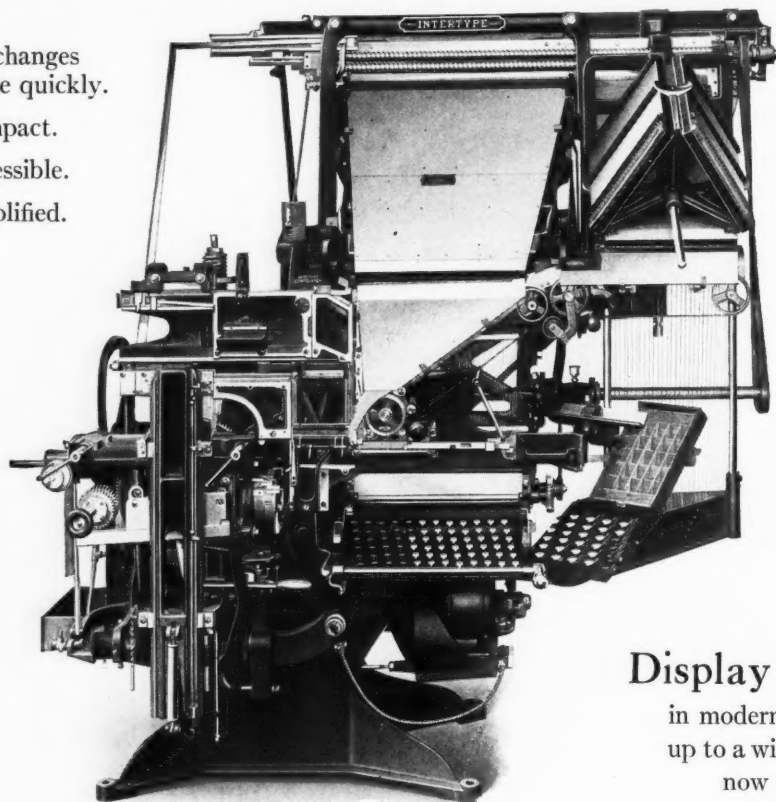
"THE BETTER MACHINE"

All changes
made quickly.

Compact.

Accessible.

Simplified.



Display Matrices
in modern type faces
up to a wide 36-point
now ready.

Model D-s.m. Intertype

The line-casting composing machine for your every typographical need. Sets all matrix sizes up to a wide 36-point face.

Built on the exclusive INTERTYPE unit system of standardization throughout.

Equipped with six magazines, all under the control of one operator, for text, headletter and display composition.

WRITE AND ARRANGE FOR WORKING DEMONSTRATION AND SPECIMEN SHEETS

— Builders of "The Better Machine" —

Intertype Corporation

General Offices: 50 Court Street, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand-McNally Building, Chicago, Ill.

Southern Branch
160 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

TABLE OF CONTENTS

MARCH, 1921

	PAGE		PAGE		PAGE
Additional Calendars Received.....	769	ILLUSTRATIONS—Continued:		PROOFROOM:	
American Writing Paper Company, New Chicago Manager for.....	803	Scoville Press, The A. L., Handsome Building of.....	779	As One Reader Sees Others.....	765
Apprentice, In Behalf of the.....	762	Incidents in Foreign Graphic Circles.....	764	Capitals Disputed.....	765
Bleloch, Walter C., Entertains Engineers.....	801	"Increasing the Press Output".....	801	Errors Not Excused by Copy.....	765
Brief History of the Official Emblem of the Craftsmen Clubs.....	800	Iowa Press Association Holds Sixth Annual Convention.....	804	Matter for Personal Decision, A.....	766
Capital and Labor, The Proper Relations of.....	780	JOB COMPOSITION:		Mr. and Mrs.....	765
Caxton, William, England's First Printer, A Sketch Biography of.....	766	Master Typographers of Today. No. 2—Arthur C. Gruver.....	777	Propaganda for Pure English.....	756
Challenge Machinery Company, New York Branch of, Moved.....	803	Letterheads, Sample Book of.....	801	"Sanderco," a Compound for Making Tapes Endless.....	802
COLLECTANEA TYPOGRAPHICA:		MACHINE COMPOSITION:		Scott Cutting and Creasing Presses, New Catalogue of.....	801
Author to His Readers, The.....	793	Back Squirts May Be Due to Low Temperature of Metal.....	795	Selling Paper—Plus.....	771
Book Worth Buying, A.....	794	Overhang of Character on Slug Not Due to Liner.....	795	Something New in Cover Designs.....	769
Cooperation.....	794	Slug Shows a Smooth Base.....	795	South Bend Daily Has Open House.....	801
Greatest Printer, The.....	793	Wants to Mix Stereotype Metal to Use in Machine.....	795	Southeastern Master Printers to Meet March 21 and 22.....	801
Plantin Honored.....	793	Making a Small Town Business Pay.....	759	SPECIMEN REVIEW.....	785
Commemorate Franklin's Birthday.....	801	Making 'Em Call Him "Mister" Again.....	753	Systems.....	757
CONTRIBUTED:		Medill, Joseph, School of Journalism, Opening of.....	804	Tariff on Paper and Printed Products, Revision of the.....	775
Brief History of the Official Emblem of the Craftsmen Clubs.....	800	Men Who Are Doing Things—Eugene J. Roesch.....	796	"The Model 'E' Cleveland Folder and Its Folds".....	803
Capital and Labor, The Proper Relations of Caxton, William, England's First Printer, A Sketch Biography of.....	766	Mid-West Stationers to Meet.....	801	TRADE NOTES:	
Making 'Em Call Him "Mister" Again.....	753	Miller Feeders for Old Style 8 x 12 C. & P. Presses.....	803	American Writing Paper Company, New Chicago Manager for.....	803
Men Who Are Doing Things—Eugene J. Roesch.....	796	Nash, Charles A., Miller Representative, Returns From Europe.....	802	Bleloch, Walter C., Entertains Engineers.....	801
Propaganda for Pure English.....	756	NEWSPAPER WORK:		Challenge Machinery Company, New York Branch of, Moved.....	803
Selling Paper—Plus.....	771	Can Newspaper Conditions Be Bettered?.....	797	Commemorate Franklin's Birthday.....	801
Systems.....	757	Observations.....	798	Disapprove Forty-four Hour Week.....	802
Tariff on Paper and Printed Products, Revision of the.....	775	Review of Newspapers and Advertisements.....	799	Griffin, Harry S.....	804
Use Dragon's Blood.....	776	What Is There in It?.....	798	Home Study Course in Printing.....	801
Using Graphic Charts to Increase Pressroom Production.....	791	One Hundred Dollar Slogan Contest.....	803	Hopkins, Norman E., With Royal Electrotype Company.....	804
CORRESPONDENCE:		Osterlind Official Visits Chicago.....	803	Hornstein, Louis A., Passes Away.....	802
Circulation Exceeds That of Bureau County Republican.....	763	"Paper Is Part of the Picture".....	803	"Increasing the Press Output".....	801
Education for Students of Journalism, A Liberal.....	763	Pittsford, Ben C., Company Plans Greater Service.....	803	Iowa Press Association Holds Sixth Annual Convention.....	804
Help Desired for Superannuated Printers in Vienna.....	763	PORTRAITS:		Letterheads, Sample Book of.....	801
Letters We Appreciate.....	763	Caxton, William.....	Frontispiece	Medill, Joseph, School of Journalism, Opening of.....	804
COST AND METHOD:		Gruver, Arthur C.....	777	Mid-West Stationers to Meet March 16 and 17.....	801
Composing Room Problem, A.....	790	Hornstein, Louis A.....	802	Miller Feeders for Old Style 8 by 12 C. & P. Presses.....	803
Getting the Most Out of a Machine.....	791	Manutius, Paul.....	793	Nash, Charles A., Miller Representative, Returns From Europe.....	802
H. C. of L., The.....	790	Moretus, Balthasar I.....	794	One Hundred Dollar Slogan Contest.....	803
Inefficiency, The Cost of.....	791	Nash, Charles A.....	802	Osterlind Official Visits Chicago.....	803
Cost of Doing Without, The.....	762	Roesch, Eugene J.....	796	"Paper Is Part of the Picture".....	803
Disapprove Forty-four Hour Week.....	802	PRESSROOM:		Pittsford, Ben C., Company Plans Greater Service.....	803
EDITORIAL:		Bronze Rubbed Off in Center of Form.....	784	"Sanderco," a Compound for Making Tapes Endless.....	802
Cost of Doing Without, The.....	762	Christmas Numbers From the Antipodes.....	784	Scott Cutting and Creasing Presses, New Catalogue of.....	801
Editorial Notes.....	761	Column Rules Cut the Paper.....	784	South Bend Daily Has Open House.....	801
In Behalf of the Apprentice.....	762	Imitation Typewriter Letters, Printing.....	784	Southeastern Master Printers to Meet March 21 and 22.....	801
What of the Outlook for the Future?.....	761	Prouty Press, Is the Inventor of the, Still Living?.....	784	"The Model 'E' Cleveland Folder and Its Folds".....	803
Foreign Graphic Circles, Incidents in.....	764	PRINTER'S PUBLICITY:		Treadwell Goes With Howard Publications.....	801
Griffin, Harry S.....	804	Blotters, Anent.....	783	Typhotheta Convention at Toronto.....	801
Home Study Course in Printing.....	801	House-Organ, New.....	783	U. T. A. Survey of Pittsburgh.....	803
Hopkins, Norman E., With Royal Electrotype Company.....	804	Pittsford Company, The Ben C.....	782	Warren Papers, Printing Sales Material on Wesel Company Opens Chicago Office.....	802
Hornstein, Louis A., Passes Away.....	802	The Braconie.....	781	Treadwell Goes With Howard Publications.....	801
ILLUSTRATIONS:		"The Proof of Service".....	782	Typotheta Convention at Toronto.....	801
Caxton's Printer Mark.....	767	PROCESS ENGRAVING:		Use Dragon's Blood.....	776
Emblem of the Craftsmen Clubs.....	800	Bichromate Sensitizing.....	770	Using Graphic Charts to Increase Pressroom Production.....	791
Graphic Records of Press Impressions.....	792	Brasseur, Charles A.....	771	U. T. A. Survey of Pittsburgh.....	803
House in Bruges, in Which Caxton Resided for Many Years.....	768	Developer Troubles.....	770	Warren Papers, Printing Sales Material on.....	803
		Redeveloping a Negative Into a Positive.....	770	Wesel Company Opens Chicago Office.....	802
		Dragon's Blood, Troubles With.....	770	What of the Outlook for the Future?.....	761
		Get Ready for the Rush.....	770		
		"Penrose's Annual, 1921".....	771		
		Photoengraver and Optimist.....	770		
		Reducing Solution, An Economical.....	771		

GOOD TIMES JUST AHEAD

Prosperity is within our reach in America.

*All we need to have and to hold it is a
sane, sure grasp on its simple elements.*

They are Industry, Integrity, and Faith.

These are the cardinal virtues of human relations. They are the underpinnings of healthy, natural business life and the foundation of a wholesome social system.

They are the fountainhead from which Progress springs. A well-known business economist has called them the "Fundamentals of Prosperity."

Your purchases are an expression of Faith. They are evidence of your Industry. Make them confidently from business institutions of Integrity.

Buying is the backbone of prosperity. An active market means more employment, steadier earnings; benefits are passed around.

Wise spending gives stability to earning and for that reason is far-sighted thrift and sound economy.

The call of today is for cheerful thinking, willing working and constructive action by you—everybody—NOW.

Tomorrow's change for the better will come about through the combined efforts of each and every one of us.

By sheer force of numbers and co-operation, by the high power of heart and mind, we can put Business on a firm, stable basis.

We can do this because all of the material factors making for better business are right.

Let us link our faith with industry, our vision with courage, and forge ahead.

Let's make an uncommon effort toward a common end—Good Times.

YOU Need Books

In no other way is it possible to get—without spending needless time, effort and money—the knowledge you need, hints and practical suggestions that will help you in your work.

By reading good books you can share with those who “have been there before” *their* laboriously learned “know how.”

You can get books that contain practical information applicable to the narrowest and most technical part of any job—whether it is Composition, Presswork, Estimating, Imposition or Proofreading—and in each instance the summary is written by one who *knows the subject thoroughly* at first hand and can convey the knowledge to you.

Then there are books of reference that will give you the other sort of help you need—general information on all matters connected with your work, written by men just as expert and accurate as those who write on your more particular specialty. In the printing business the man who is successful is the one who knows a great deal about Bookbinding, Advertising, Engraving and the other allied arts.

The books listed in our latest catalogue are representative of what can be had on the various subjects. Order one or two today and you will have *expert advice* at your disposal.

*Our catalogue containing complete descriptions
of the good books will be sent FREE on request.*

The INLAND PRINTER CO.
BOOK DEPT., 632 SHERMAN STREET, CHICAGO



Crane's Ladies' Stationery.
 Of well-known Merit
 Yield a Profit to Dealer
 Sold by Booksellers
 — and Stationers
Z & W M CRANE
 Dalton Massachusetts USA

Our papers are supplied in fine wedding stationery, visiting cards, and other specialties, by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

INDEX TO ADVERTISEMENTS

	PAGE		PAGE		PAGE
American Assembling Machine Co.	728	Field, Wm. A., Co.	727	Mohr Lino-Saw Co.	836
American Brass & Wood Type Co.	832	Forest City Bookbinding Co.	840	Monitor Controller Co.	751
American Numbering Machine Co.	833	Fortified Mfg. Co.	837	Morgan Expansion Roller Truck Co.	838
American Printing Ink Co.	746	Foster, J. E., & Son	843	Murphy-Parker Co.	809
American Steel Chase Co.	840	Fuchs & Lang Mfg. Co.	829		
American Type Founders Co.	732, 841	Fuerst-Friedman Co.	739	Nashua Gummed & Coated Paper Co.	843
Ault & Wiborg Co.	825			Nelson, C. R. & W. A.	846
Automatic Printing Devices Co.	714	Gilbert Paper Co.	851	New Advance Machinery Co.	834
Avery Galley Co.	740	Globe Engraving & Electrotype Co.	836	Northwestern Electric Co.	746
		Goes Lithographing Co.	830		
Babcock Printing Press Mfg. Co.	717	Golding Mfg. Co.	747	Paper & Ink	842
Barnhart Bros. & Spindler	831	Goss Printing Press Co.	841	Parker, Thomas & Tucker Paper Co.	838
Barton Mfg. Co.	840	Graphic Arts Exposition	835	Parsons & Whittemore	841
Birmingham & Prosser Co.	810			Penrose, A. W., & Co.	806
Berry Machine Co.	741	Hacker Mfg. Co.	842	Pitt, J. W.	846
Bingham's, Sam'l, Son Mfg. Co.	812	Hamilton Mfg. Co.	735	Porte Publishing Co.	849
Blake Mfg. & Sales Co.	832	Hampden Glazed Paper & Card Co.	822	Premier & Potter Printing Press Co.	847
Blatchford, E. W., Co.	832	Hampshire Paper Co.	826	Premier Register Table Co.	750
Blomgren Bros. Co.	834	Hancock Perfecting Line-up Machine Co.	746	Print-Aid Co.	838
Boston Printing Press & Machinery Co.	845	Harcourt & Co.	744	Printers' Supply Co.	845
Boston Wire Stitcher	841	Hellmuth, Charles, Co.	843	Printing Art	836
Brower, A. T. H., Co.	834	Hickok, W. O., Mfg. Co.	714		
Bunn, B. H., & Co.	845	Hoff, Leslie D., Mfg. Co.	749	Roberts Numbering Machine Co.	837
Burrage, Robert R.	747	Horton Mfg. Co.	749	Rouse, H. B., & Co.	736
Butler Paper Corporations	713	Howard Paper Co.	811	Royal Electrotype Co.	720-721
		Hoyt Metal Co.	838		
Cabot, Godfrey L.	840	Huber, J. M.	Cover	Scott, Walter, & Co.	744
Campbell Printing Press Repair Parts Co.	809	Hughes Steel Equipment Co.	809	Seybold Machine Co.	719
Carmichael Blanket Co.	743			Sheridan, T. W. & C. B., Co.	724
Challenge Machinery Co.	718	Indiana Chemical & Mfg. Co.	729	Sinclair & Valentine Co.	737
Chandler & Price Co.	734	International Association of Electrotipers	726	Stafford Engraving Co.	740
Chicago Paper Co.	819	International Electric Co.	829	Stauder Engraving Co.	841
Christensen Machine Co.	751	Intertype Corporation	852	Stiles, Chas. L.	840
Clements Paper Co.	714			Strait, H. H.	838
Cleveland Folding Machine Co.	725	Jaenecke-Ault Co.	751	Strathmore Paper Co.	820
Cline Electric Mfg. Co.	828	Johnson Perfection Burner Co.	846	Supreme Forest Woodmen Circle	840
Collins, A. M., Mfg. Co.	814-815	Jones, Samuel, & Co.	829		
Commercial Paste Co.	841	Kastens, Henry	846	Taylor Hand Adjustable Mold Co.	832
Conner, Fendler & Co.	840	Kidder Press Co.	739	Taylor Registering Projector Co.	742
Crane, Z. & W. M.	856	Kimble Electric Co.	830	Thomson, John, Press Co.	844
Crescent Engraving Co.	842	King, Albert B., & Co.	840	Ticonderoga Pulp & Paper Co.	845
Cromwell Paper Co.	827	Kramer Woodworking Co.	745	Times Square Auto Supply Co.	840
				Type-Hi Mfg. Co.	832
Dandy Dross Sifter Co.	846	Laclede Mfg. Co.	831	Ullman, Sigmund, Co.	738
Dexter, C. H., & Sons	849	LaMonte, George, & Son	843	Union Smelting & Refining Co.	714
Dexter Folder Co.	715, 723	Lanston Monotype Machine Co.	Cover	Unique Steel Block Co.	838
Dickinson, John, & Co.	834	Latham Automatic Registering Co.	741	United Printing Machinery Co.	824
Dinse, Page & Co.	838	Latham Machinery Co.	748	Utility Heater Co.	828
Dorman, J. F. W., Co.	832	Layton Elastic Glue Co.	833		
Dowd Knife Works	730	Lee, Geo. E., Co.	732	Walker Bros.	818
DuPont, E. I. de Nemours, & Co.	Insert	Lee Hardware Co.	743	Wanner Machinery Co.	842
DuPont Fabrikoid Co.	722	Liberty Folder Co.	750	Want Advertisements	805
Durant Mfg. Co.	840	Lindenmeyr, Henry, & Sons	817	Warner Electric Co.	840
		Lingraph Co.	716	Warren, S. D., Co.	816
Eagle Printing Ink Co.	809	Ludlow Typograph Co.	737	Wesell, F., Mfg. Co.	742
Eastern Brass & Wood Type Co.	840			Western States Envelope Co.	839
Eastern Mfg. Co.	821, 823	McCain Bros. Mfg. Co.	746	Westinghouse Electric & Mfg. Co.	849
Ellis New Method Embossing	736	McGrath Engraving Co.	832	Weston, Byron, Co.	837
Embossograph Process Co.	807	Megill, Edw. L.	805	West Virginia Pulp & Paper Co.	Insert
Endless Tape Compound Co.	714	Meisel Press Mfg. Co.	748	Wetter Numbering Machine Co.	846
Engdahl Bindery	809	Mergenthaler Linotype Co.	Cover	Whitaker Paper Co.	813
Esleack Mfg. Co.	809	Miehle Printing Press & Mfg. Co.	733	White, James, Paper Co.	832
Ewald, L.	809	Miller Saw-Trimmer Co.	731	Wiggins, John B., Co.	838
		Mittag & Volger	832	Wing's, Chauncey, Sons	832

J. M. HUBER INKS

Are You Looking for the Best Job Black?

Well, here's a *hummer* for you. **HUBER'S HUMMER BLACK** will *print, set fast* and *dry* on any kind of paper. It will not dry on the press. And **BLACK**? Well, it's blacker than midnight in Africa, because it is made from my own special grade S. Carbon Black.

PRICE	
25 lb. lots	60c per lb.
50 lb. lots	55c per lb.
100 lb. lots	50c per lb.

Are You Looking for the Richest and Most Brilliant Job Red?

HUBER'S TULIP RED answers this description and your purposes. Beside the strength and brilliant tone which it possesses, it is fast to light, water, alkali and acid. It will work like a charm on all kinds of paper and run all day on your presses without a wash-up.

PRICE	
25 lb. lots	\$1.85 per lb.
50 lb. lots	1.75 per lb.
100 lb. lots	1.65 per lb.

Are You Looking for the Best Black for Printing on Ledger, Policy or Bond Paper?

HUBER'S OXFORD BOND BLACK is the best black for all kinds of hard paper. It *dries rapidly, densely*, and with a *gloss finish*.

PRICE	
25 lb. lots	\$1.00 per lb.
50 lb. lots	90c per lb.
100 lb. lots	80c per lb.

Are You Looking for a Rich, Deep, Job Blue?

HUBER'S INAUGURATION JOB BLUE is a rich, deep Blue which works well on all kinds of paper. It is fast to light, water and acid and will run all day on your presses without a wash-up.

PRICE	
25 lb. lots	\$1.25 per lb.
50 lb. lots	1.15 per lb.
100 lb. lots	1.05 per lb.

MAIN OFFICE

65-67 WEST HOUSTON ST., NEW YORK CITY

DISTRIBUTING OFFICES

BALTIMORE, MD.
BOSTON, MASS.

CHICAGO, ILL.
CINCINNATI, OHIO

PHILADELPHIA, PA.
OMAHA, NEBR.

SAN FRANCISCO, CAL.
ST. LOUIS, MO.

TORONTO, CANADA

VARNISH, DRY COLOR AND INK FACTORIES
BROOKLYN, N. Y. BAYONNE, N. J.

CARBON BLACK FACTORIES
DOLA, W. VA. SWARTZ, LA.

HUBER'S COLORS IN USE SINCE 1780



THE SIGNIFICANCE OF THE SLUG

The Linotype Slug represents far more than an original saving in the cost of composition. In every subsequent operation its convenient form effects new economies. Make-up is quickly and easily accomplished; changes and corrections are the work of a minute; and when the job is off the press it is finished. The slug abolishes distribution and leaves the workman's time free for productive effort

MERGENTHALER LINOTYPE CO.

29 Ryerson St., Brooklyn, N.Y.

This advertisement is composed entirely of LINOTYPE material

